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The Impact of Content Marketing and Influencer Credibility on Purchase Intention among Generation Z Consumers in Indonesia

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Abstract

This study aims to examine the effect of content marketing and influencer credibility on purchase intention among Generation Z consumers in Indonesia. This research employed a quantitative approach with an explanatory research design. Data were collected through an online survey using a five-point Likert scale questionnaire. The respondents consisted of 104 Generation Z individuals aged 17–28 years who actively use social media and are exposed to digital marketing content in Indonesia. Data analysis was conducted using multiple linear regression. The findings indicate that content marketing and influencer credibility simultaneously have a significant effect on purchase intention. Partially, content marketing has a positive and significant influence on purchase intention, while influencer credibility does not show a significant effect. The coefficient of determination reveals that both independent variables explain 59.7% of the variance in purchase intention. The study concludes that content marketing plays a more dominant role than influencer credibility in influencing the purchase intention of Generation Z consumers. Effective and relevant content is a key factor in stimulating buying interest among this generation. This study is limited by the relatively small sample size and the use of self-reported data, which may not fully represent all Generation Z consumers in Indonesia. This research contributes to the field of digital marketing and consumer behaviour by providing empirical evidence on the effectiveness of content marketing for Generation Z.

Keywords: Content Marketing, Influencer Credibility, Purchase Intention, Generation Z, Digital Marketing

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INTRODUCTION

The rapid advancement of digital technology and the proliferation of social media platforms have fundamentally reshaped marketing strategies and consumer behavior, especially among Generation Z in Indonesia. As digital natives, this generation has been socialized in an environment where information is predominantly accessed, evaluated, and disseminated through digital media, leading to an increased reliance on social networking services and mobile applications as primary sources for both entertainment and informational needs (Evita et al., 2023). Furthermore, the pervasive use of social media has given rise to new mechanisms of influence, whereby content created by social media influencers significantly affects Generation Z's attitudes and purchase intentions, illustrating the powerful role that digital content and personal endorsements play in contemporary decision-making processes (Erwin et al., 2023). Overall, the integration of digital technologies into everyday routines has not only transformed how Generation Z interacts with brands but also how they process, trust, and act upon information encountered online.

Within this context, content marketing has emerged as one of the primary strategies employed by firms to establish more persuasive, interactive, and value-driven communication with consumers. Previous studies indicate that well-designed, informative, and relevant content marketing can shape consumer attitudes and enhance purchase intention, particularly when such content fosters emotional engagement with the audience (Renwarin & Kamalsyah, 2024). This suggests that content quality functions not merely as an informational tool, but also as a strategic instrument for influencing consumer behavior.

However, the effectiveness of content marketing does not always demonstrate a linear relationship with increased purchase intention. Azizah & Riki (2025) reveal that although content marketing plays an important role in stimulating online purchases, its impact largely depends on how consumers perceive the value, clarity of message, and credibility of the information presented. This condition implies that a high intensity of marketing content on social media does not automatically translate into stronger consumer purchase intention. The phenomenon becomes even more complex when associated with the characteristics of Generation Z, who tend to be selective, critical, and sensitive to content perceived as inauthentic or excessively promotional.

In addition to content marketing, the role of influencers in digital marketing has become increasingly prominent as a primary reference source for Generation Z consumers. Influencers are often perceived as more relatable, accessible, and trustworthy compared to conventional advertising (Griva & Jha, 2024). Influencer credibility constitutes a key determinant of their impact on consumer purchase intention. Lumbantoruan and Marwansyah (2023) emphasize that trustworthiness, expertise, and attractiveness

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significantly influence consumer purchase intention, as such credibility fosters positive perceptions toward the promoted products. Nevertheless, not all influencers generate the same level of impact, making the selection of appropriate influencers a strategic challenge for businesses.

Several recent studies have begun to examine the simultaneous relationship between content marketing and influencers in shaping purchase intention, particularly among Generation Z. Rudi et al. (2025) demonstrate that the combination of high-quality marketing content and the strategic role of influencers can significantly strengthen young consumers' purchase intentions, especially when digital marketing strategies are tailored to the distinctive characteristics of this generation. These findings suggest that the effectiveness of digital marketing is not determined by a single variable in isolation, but rather by the integration of complementary marketing communication elements. However, most existing studies are predominantly quantitative in nature and therefore have not fully explored how Generation Z interprets marketing content and perceives influencer credibility in the process of forming purchase intention.

Furthermore, customer engagement has been identified as a critical factor mediating the influence of content marketing and influencers on purchase intention. Zakiyah et al. (2024) emphasizes that the integration of well-designed content marketing and effective influencer performance enhances consumer engagement, which subsequently contributes to the development of positive attitudes and product interest. This indicates that engagement should not merely be viewed as an outcome, but rather as a psychological process that mediates the relationship between digital marketing strategies and consumer's purchase intentions.

Based on the foregoing discussion, although content marketing and influencer credibility have been extensively investigated, a research gap remains regarding an in-depth understanding of how these factors influence Generation Z's purchase intention within the Indonesian socio-cultural context. Accordingly, this study aims to analyse the impact of content marketing and influencer credibility on the purchase intention of Generation Z consumers in Indonesia using a qualitative approach. This approach is expected to provide a deeper conceptual understanding as a theoretical contribution, as well as practical insights for businesses in designing more effective digital marketing strategies aligned with the characteristics of Generation Z.

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THEORETICAL REVIEW

Generation Z and Digital Consumption Behaviour

Generation Z refers to the demographic cohort born and raised in an environment deeply integrated with digital technology and the internet. A defining characteristic of this generation is its high level of technological adaptability, strong preference for visual content, and tendency to seek information rapidly through social media platforms (Wajdi et al., 2024). In the context of consumption, Generation Z does not merely function as passive recipients of marketing messages; rather, they act as active evaluators who critically assess the authenticity, relevance, and value of content before forming attitudes toward a product. Vabella et al. (2025) demonstrate that content trends on platforms such as TikTok significantly influence young consumers' purchasing behavior, primarily due to the short, interactive, and easily digestible format of the content. This finding underscores the role of social media as a primary arena for shaping Generation Z's preferences and purchase intentions.

Furthermore, Generation Z's purchasing decisions tend to be strongly influenced by social factors and digital recommendations perceived as credible. Thio and Palumian (2025) found that exposure to influencers on social media significantly shapes consumer attitudes and behavioral intentions, as Generation Z perceives influencers as more personal and trustworthy sources of information compared to conventional marketing communications. Accordingly, Generation Z's digital consumption behavior is not solely driven by rational considerations but is also shaped by emotional and social dimensions formed through continuous digital interactions.

The Concept of Content Marketing

Content marketing is defined as a strategic marketing approach that focuses on the creation and distribution of relevant, valuable, and consistent content to attract and retain a clearly defined target audience. Unlike traditional advertising, which tends to be direct and overtly persuasive, content marketing emphasizes the provision of information, entertainment, and education aimed at fostering long-term relationships with consumers. When creatively managed across social media platforms, content marketing has been shown to enhance consumer engagement, thereby strengthening the relationship between brands and their audiences (Syah et al., 2024).

In its implementation, content marketing encompasses several key dimensions, including message quality, relevance to audience needs, consistency of delivery, and the informational value embedded within the content (Koob, 2021). Nurcahyani and Fitria (2024) demonstrate that these dimensions play a critical role in shaping consumers'

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cognitive and affective responses, particularly in stimulating active engagement behaviors such as liking, sharing, and commenting on content. Such engagement serves as an early indicator of the effectiveness of content marketing in influencing consumer attitudes (Nurcahyani & Fitria, 2024).

Furthermore, empirical evidence indicates that content marketing is positively associated with consumers' purchase intention. When integrated with other forms of digital communication, such as electronic word of mouth, content marketing significantly enhances consumers' purchase intention (Fitrianingsih et al., 2025). These findings suggest that content marketing functions not only as a communication tool but also as a catalyst for the formation of purchase intention through consumers' processes of perception and evaluation.

Influencer Credibility

Influencer credibility refers to the degree of trust and confidence that consumers place in influencers as sources of information (AlFarraj et al., 2021). It is commonly conceptualized through three primary dimensions: trustworthiness, expertise, and attractiveness (Wiedmann & von Mettenheim, 2021). These dimensions collectively determine the extent to which the messages delivered by influencers are accepted and perceived as reliable by their audiences. Aini et al. (2025) emphasize that influencer credibility exerts a significant effect on purchase intention, particularly when such credibility is mediated by brand trust.

Trustworthiness is often regarded as the most dominant component of influencer credibility, as consumers are more likely to follow recommendations from figures perceived as honest and authentic. Panesto et al. (2024) demonstrate that both trustworthiness and physical attractiveness contribute to the formation of positive consumer attitudes toward promoted products. Nevertheless, attractiveness alone is insufficient without being supported by perceived expertise that is relevant to the endorsed product.

Within the context of social media, influencer credibility is also shaped by content consistency and the congruence between the influencer and the advertised product. Sabina et al. (2025) find that on TikTok Shop, influencers perceived as credible significantly enhance consumers' purchase intentions, particularly for skincare products. This finding underscores the role of influencer credibility as an effective persuasive mechanism in digital marketing.

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Consumer Purchase Intention

Purchase intention refers to a consumer's psychological propensity to engage in the acquisition of a particular product or service. Within consumer behavior theory, purchase intention is conceptualized as a cognitive and affective stage that precedes the actual purchase decision. It emerges through a process of information evaluation, perceived value formation, and the development of attitudes toward a brand or product. Adelia and Cahya (2023) argue that purchase intention is influenced by various marketing stimuli, including content quality and the brand image constructed in consumers' minds.

Although purchase intention does not invariably result in an actual purchasing action, it serves as a critical indicator in assessing the effectiveness of marketing strategies. In the context of digital marketing, Generation Z's purchase intention is frequently shaped by digital experiences, social media interactions, and recommendations from sources perceived as credible. For instance, active engagement with brand content on social platforms has been shown to significantly enhance purchase intention among Generation Z consumers, underscoring the strategic importance of engagement-driven digital marketing approaches (Wardana, 2025). Additionally, perceptual constructs such as brand image and brand awareness, when cultivated through digital marketing efforts, have been empirically linked to stronger purchase intention among young consumers, suggesting that both cognitive and affective determinants are critical in driving intention formation within this cohort (Pratiwi et al., 2025). Therefore, understanding the determinants of purchase intention is essential for businesses seeking to design targeted and effective marketing strategies aimed at Generation Z.

Hypothesis Development

Based on the reviewed literature, it can be inferred that content marketing and influencer credibility play significant roles in shaping Generation Z consumers' purchase intention. Content marketing serves as the initial stimulus that fosters awareness, interest, and engagement, whereas influencer credibility strengthens trust and generates positive perceptions toward the promoted product. Empirical evidence by Pasaribu et al. (2023) demonstrates that integrating content marketing and influencer strategies within a unified marketing model exerts a stronger influence on purchase intention compared to implementing these strategies independently.

A qualitative approach is considered appropriate for this study, as it enables an in-depth exploration of how Generation Z interprets marketing content and perceives influencer credibility in the process of forming purchase intention. Qualitative methods facilitate the capture of consumers' subjective meanings, lived experiences, and contextual

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interpretations that may remain obscured in purely quantitative designs. For instance, recent phenomenological research on Generation Z's influencer content consumption highlights the nuanced ways in which young consumers cognitively and emotionally engage with persuasive messages, emphasizing both central and peripheral routes of processing that shape behavioral outcomes. This depth of insight allows researchers to construct a more comprehensive conceptual understanding of the interplay between content perception, source credibility, and purchase decisions, thereby complementing existing quantitative evidence that has predominated the field (Husna & Mairita, 2024).

Accordingly, the hypotheses proposed in this study are as follows:

H1. Influencer credibility has a positive effect on consumer purchase intention

H2. Content marketing has a positive effect on consumer purchase intention

METHOD

This study employed a quantitative research design aimed at empirically examining the effects of Content Marketing and Influencer Credibility on the Purchase Intention of Generation Z consumers in Indonesia. A quantitative approach was selected as the study focuses on testing causal relationships among variables through inferential statistical analysis, thereby enabling objective conclusions based on numerical data. In this research framework, Content Marketing and Influencer Credibility were positioned as independent variables, while Consumer Purchase Intention served as the dependent variable. The research subjects consisted of Generation Z consumers in Indonesia, aged 17–28 years, who actively use social media and have been exposed to digital marketing content.

Data were collected through an online questionnaire utilizing a five-point Likert scale to measure respondents' perceptions of the research variables. The research instrument was developed based on indicators relevant to digital marketing characteristics, including content quality, message relevance, visual appeal, and perceptions of influencer expertise and trustworthiness. The sampling technique employed purposive sampling, with criteria requiring respondents to actively access social media, have substantial exposure to digital marketing content, and have previously considered purchasing products promoted through social media platforms. Respondents who met these criteria were subsequently analysed as the research sample.

The collected data were analysed using multiple linear regression to examine both the simultaneous and partial effects of the independent variables on Consumer Purchase Intention. The F-test was applied to assess the overall feasibility of the regression model, while the t-test was used to evaluate the individual effects of each independent variable on Purchase Intention. Additionally, the coefficient of determination (R^2) was calculated to

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determine the extent to which Content Marketing and Influencer Credibility explain variations in Consumer Purchase Intention. All statistical analyses were conducted at a 5 percent significance level as the threshold for decision-making.

RESULTS

Respondent Profile

The characteristics analyzed in this study include gender, age group, the most frequently used social media platform, intensity of social media access, the types of products most frequently consumed, and the primary sources of exposure to marketing content. This descriptive analysis aims to present a proportional distribution of respondents without conducting inferential tests to examine relationships among variables. A summary of the respondents' characteristics is presented in Table 1 below.

Table 1. Descriptive Analysis of Respondents' Characteristics

Characteristics	Criteria	Frequency (N=104)	Percentage (%)
Gender	Male	45	43.27
	Female	59	56.73
Age	17–20 years	32	30.77
	21–24 years	46	44.23
	25–28 years	26	25.00
Most Frequently Used Social Media Platform	TikTok	52	50.00
	Instagram	34	32.69
	YouTube	18	17.31
Social Media Access Intensity	< 2 hours/day	19	18.27
	2–4 hours/day	47	45.19
	> 4 hours/day	38	36.54
Most Frequently Consumed Product Type	Skincare	36	34.62
	Fashion	28	26.92
	Food and Beverages	24	23.08
	Other Lifestyle Products	16	15.38
	Influencers	49	47.12

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Characteristics	Criteria	Frequency (N=104)	Percentage (%)
Source of Marketing Content Exposure	Official Brand Accounts	37	35.58
	Combination of Both	18	17.31

Source: Processed data (2026).

Based on the presented data, the respondents were predominantly female, accounting for 56.73 percent of the sample, while male respondents comprised 43.27 percent. In terms of age distribution, the 21–24 age group represented the largest proportion at 44.23 percent, followed by those aged 17–20 at 30.77 percent and 25–28 at 25 percent. This distribution indicates that the respondents largely fall within the productive age range of Generation Z, a cohort widely recognized for its high level of engagement with social media platforms.

Regarding platform preference, TikTok emerged as the most frequently used social media platform, with 50 percent of respondents reporting regular use. This was followed by Instagram at 32.69 percent and YouTube at 17.31 percent. In terms of usage intensity, the majority of respondents reported accessing social media for 2–4 hours per day (45.19 percent), while a substantial proportion indicated usage exceeding 4 hours per day (36.54 percent), reflecting a high level of digital engagement.

From a consumption perspective, skincare products were identified as the most frequently purchased category (34.62 percent), followed by fashion and food and beverage products. Furthermore, the primary source of marketing content exposure was influencers (47.12 percent), underscoring the significant role of digital opinion leaders in shaping consumer awareness and engagement among the respondents.

Research Findings

The subsequent analysis focuses on examining the causal relationships between the independent variables and the dependent variable through inferential statistical testing. The analysis was conducted to determine both the simultaneous and partial effects of the independent variables, as well as to assess the magnitude of their contribution in explaining variations in consumer purchase intention. All statistical tests were performed using a 5 percent level of significance as the critical threshold for decision-making, in accordance with established conventions in quantitative research.

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This testing aims to determine whether the variables Content Marketing and Influencer Credibility jointly exert a statistically significant influence on Consumer Purchase Intention. The testing criteria are based on the comparison between the calculated significance value and the alpha threshold of 0.05. A significance value lower than 0.05 indicates a statistically significant simultaneous effect. The results of this analysis are presented in Table 2 below.

Table 2. Results of the F-Test

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33.166	2	16.583	77.367	.000[b]
	Residual	21.649	101	.214		
	Total	54.815	103			
a. Dependent Variable: Consumer Purchase Intention						
b. Predictors: (Constant), Influencer Credibility, Content Marketing						

Source: Processed data (2026)

The results of the analysis indicate an F-value of 77.367 with a significance level of 0.000. Since the significance value is lower than the 0.05 threshold, the regression model is statistically significant as a whole. This finding implies that Content Marketing and Influencer Credibility simultaneously exert a significant effect on Consumer Purchase Intention. Accordingly, the regression model employed in this study is deemed appropriate for explaining the relationship between the independent variables and the dependent variable.

Partial testing was conducted to examine the individual effect of each independent variable on Consumer Purchase Intention. The testing criteria were based on the significance value with a critical threshold of 0.05, whereby a significance value below this level indicates a statistically significant partial effect. The results of the partial regression coefficient tests are presented in Table 3 below.

Table 3. Results of the t-Test

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.926	.268		3.457	.001
	Content Marketing	.699	.095	.722	7.383	.000

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	Influencer Credibility	.070	.097	.071	.726	.469
a. Dependent Variable: Consumer Purchase Intention						

Source: Processed data (2026)

The hypothesis testing results indicate that the Content Marketing variable obtained a t-value of 7.383 with a significance level of 0.000. This significance value is below the 0.05 threshold, indicating that Content Marketing has a statistically significant effect on Consumer Purchase Intention. In contrast, the Influencer Credibility variable yielded a t-value of 0.726 with a significance level of 0.469. As this significance value exceeds 0.05, Influencer Credibility does not have a statistically significant partial effect on Consumer Purchase Intention within the proposed model.

The coefficient of determination analysis was conducted to assess the extent to which variations in Consumer Purchase Intention can be explained simultaneously by Content Marketing and Influencer Credibility. This evaluation was based on the R Square and Adjusted R Square values, where values closer to 1 indicate stronger explanatory power of the model. The results of the coefficient of determination test are presented in Table 4 below.

Table 4. Coefficient of Determination Results

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.778[a]	.605	.597	.46297
a. Predictors: (Constant), Influencer Credibility, Content Marketing				
b. Dependent Variable: Consumer Purchase Intention				

Source: Processed data (2026)

The analysis results indicate an R Square value of 0.605 and an Adjusted R Square value of 0.597. These findings suggest that 59.7 percent of the variance in Consumer Purchase Intention can be explained by the combined effects of Content Marketing and Influencer Credibility. Meanwhile, the remaining 40.3 percent of the variance is attributable to other variables outside the scope of this research model that were not examined in the present study.

DISCUSSION

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The partial test results indicate that Content Marketing exerts a positive and statistically significant effect on the Purchase Intention of Generation Z consumers in Indonesia, as reflected by a regression coefficient of 0.699, a t-value of 7.383, and a significance level of 0.000. The significance value, which is well below the 0.05 threshold, suggests that marketing content delivered through digital media effectively stimulates consumer interest and purchase intention. These findings reinforce the view that Generation Z tends to respond positively to content that is informative, relevant, and creatively presented as a foundation for shaping purchase intention. This pattern is consistent with the perspective of Kotler et al. (2016), who emphasize that content marketing functions as a value-creation mechanism through the consistent and meaningful delivery of information to consumers.

The standardized beta coefficient for Content Marketing (0.722) further indicates that this variable serves as the dominant predictor within the regression model. This finding underscores the importance of message quality, content visualization, and alignment with the needs and lifestyle characteristics of Generation Z in influencing purchase intention. As a digitally native cohort, Generation Z demonstrates a high capacity for filtering online information and tends to rely on content as a primary reference before making consumption decisions. These results are consistent with Pulizzi (2014), who argues that educational and relevant content fosters both cognitive and emotional engagement, ultimately leading to stronger purchase intentions.

In contrast, the partial test results reveal that Influencer Credibility does not have a statistically significant effect on Purchase Intention, as evidenced by a regression coefficient of 0.070, a t-value of 0.726, and a significance level of 0.469. The significance value exceeding the 0.05 threshold indicates that influencer credibility, in this context, is not sufficiently strong to influence Generation Z's purchase intention. This finding suggests that the mere presence of influencers does not automatically generate purchase interest, particularly as audiences become increasingly critical of the commercial motives underlying endorsement practices. This condition aligns with the findings of De Veirman et al. (2017), who report that younger audiences tend to exhibit skepticism toward influencers when promotional messages are perceived as overly commercial and lacking authenticity.

The non-significant effect of Influencer Credibility can also be understood within the context of the evolving digital behavior of Generation Z, who increasingly prioritize content authenticity over the figure delivering it. This generation tends to value real experiences, product usage–based reviews, and content perceived as organic rather than relying solely on the reputation or popularity of influencers. This finding aligns with Audrezet et al.

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(2020), who argue that influencer credibility may decline when audiences perceive a misalignment between the influencer's identity and the promoted brand message.

Overall, the results of this study underscore that Content Marketing plays a more substantial role than Influencer Credibility in influencing the Purchase Intention of Generation Z consumers in Indonesia. These findings contribute to the digital marketing literature by demonstrating that the primary driver of purchase intention lies in the quality and relevance of content, rather than merely in the figure who communicates it. This result is consistent with Lemon and Verhoef (2016), who emphasize the importance of content-driven customer experience as a key factor in generating positive brand responses in the digital era.

Practical Implications

Based on the findings of this study, several practical implications can be derived for business practitioners and digital marketers. First, brands should design content marketing strategies that are not only visually appealing but also provide added value in the form of relevant information, education, and meaningful experiences for Generation Z consumers. Content that is authentic, consistent, and aligned with the values and preferences of this segment is more likely to foster trust and enhance consumer engagement.

Second, the selection of influencers should not be determined solely by the number of followers they possess, but rather by their level of credibility. Influencers who demonstrate expertise relevant to the product category and are capable of conveying genuine experiences are perceived as more effective in stimulating purchase intention. Furthermore, long-term collaborations with credible influencers tend to generate greater impact compared to short-term promotional partnerships. By integrating high-quality content marketing strategies with the careful selection of credible influencers, brands can enhance the effectiveness of their digital marketing efforts in targeting the Generation Z segment.

CONCLUSION

This study examined the effect of Content Marketing and Influencer Credibility on the Purchase Intention of Generation Z consumers in Indonesia. The findings demonstrate that both independent variables simultaneously exert a significant influence on purchase intention. However, partial regression analysis reveals that only Content Marketing has a positive and statistically significant effect, whereas Influencer Credibility does not show a significant direct effect within the proposed model.

The results indicate that Generation Z consumers are more responsive to the quality, relevance, and informational value of marketing content than to the credibility of the

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influencer delivering the promotional message. The standardized regression coefficient further confirms that Content Marketing is the dominant predictor in explaining purchase intention. Moreover, the coefficient of determination (Adjusted R^2 = 0.597) suggests that approximately 59.7% of the variance in purchase intention can be explained by the combined effect of Content Marketing and Influencer Credibility, while the remaining 40.3% is influenced by other factors beyond the scope of this study.

These findings reinforce the argument that, in the context of digital marketing targeting Generation Z, value-driven and authentic content plays a more substantial role than influencer endorsement alone. Consequently, marketing strategies should prioritize the development of meaningful and relevant content that aligns with the lifestyle, preferences, and critical evaluation patterns of Generation Z consumers.

Recommendations

Based on the results of this study, companies are advised to prioritize the development of high-quality, relevant content marketing strategies that align with the characteristics of Generation Z. Content that is educational, informative, and has entertainment value needs to be continuously improved to create stronger emotional and cognitive engagement. Furthermore, companies need to adapt their visual and narrative communication styles on various digital platforms, such as TikTok and Instagram, to better align with this generation's content consumption preferences, which tend to be fast, concise, and authentic.

Furthermore, although influencer credibility does not directly significantly influence purchase intention, companies can still leverage it strategically with a more selective approach. Influencer selection should be based not only on popularity but also on alignment with values, expertise, and authenticity in conveying product messages. Going forward, companies are also advised to integrate content marketing with a user-generated content approach and strengthen two-way interactions with consumers, thereby increasing trust and reinforcing purchasing decisions more effectively.

Limitations and suggestions for further study

This study has several limitations that should be acknowledged. First, the sample size is relatively limited to 104 respondents, which may restrict the generalizability of the findings to the broader population of Generation Z consumers in Indonesia. Second, the study relies on self-reported data collected through online questionnaires, which may be subject to response bias or social desirability bias. Third, the research model includes only two independent variables, namely Content Marketing and Influencer Credibility. Although

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the model explains a substantial proportion of variance in purchase intention, other potentially relevant variables such as customer engagement, brand trust, perceived value, or digital advertising attitude were not incorporated into the analysis. Finally, the study does not differentiate between product categories or specific social media platforms, which may influence the effectiveness of marketing strategies differently.

Future research is encouraged to expand the conceptual model by incorporating additional variables that may influence Generation Z purchase intention, such as customer engagement, perceived value, brand trust, electronic word-of-mouth, or attitudes toward digital advertising. Including mediating or moderating variables may also provide deeper insight into the mechanisms through which digital marketing strategies influence consumer behaviour. Researchers may also consider employing mixed-method or qualitative approaches to gain a more comprehensive understanding of how Generation Z interprets marketing content and influencer endorsements in their decision-making processes. A qualitative exploration could reveal nuanced perceptions regarding authenticity, trust, and content relevance that may not be fully captured through quantitative measurement. Furthermore, future studies could focus on specific product categories (e.g., skincare, fashion, or technology products) or particular social media platforms (such as TikTok or Instagram) to provide more contextualized findings. Comparative studies across regions or countries may also offer broader theoretical and practical implications for digital marketing strategies targeting Generation Z in diverse socio-cultural environments.

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