

Analysis of the Influence of Digital Advertising and Social Media Influencers on Impulse Buying Behavior Among Generation Z: An Empirical Study of Students of the Faculty of Economics and Business, Wahid Hasyim University, Semarang

Khoirun Nada Muyasaroh¹ Anis Fitri Nur Rahmasari², Mochammad Purnomo³, Restu Afianto Rahman⁴, Ratih Pratiwi⁵

^{1,2,3,4,5} Wahid Hasyim University, Semarang, Indonesia

Corresponding email: muyanada14@gmail.com

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Abstract: In today's digital era, social media has developed into a very influential platform in various aspects of life, including in the business sector. One of the main advantages of social media is its ability to strengthen a company's brand and introduce products offered to influence consumer purchasing decisions. This study aims to determine and analyze the influence of digital advertising and social media influencers on the tendency of impulse buying among Generation Z in students of the Faculty of Economics and Business, Wahid Hasyim University. This research method is descriptive research using a Quantitative approach by distributing questionnaires to Generation Z in students of the Faculty of Economics and Business, Wahid Hasyim University. Sampling was carried out using probability sampling techniques, with a total of 68 respondents. The data analysis technique used to test the research hypothesis is multiple linear regression analysis.

The results of the study indicate that digital advertising and social media influencers partially have a positive and significant effect on impulse buying among Generation Z students of the Faculty of Economics and Business, Wahid Hasyim University. This study concludes that digital advertising and social media influencers have a significant impact on the tendency of impulse buying among Gen Z students of the Faculty of Economics and Business, Wahid Hasyim University. These results indicate that both components can effectively encourage impulse buying behavior. Attractive digital advertising and influencer involvement on social media contribute positively to spontaneous purchasing decisions among respondents.

Keywords : Digital Advertising; Social Media Influencer; Impulse Buying; Generation Z.

INTRODUCTION

In today's era, which is marked by rapid and unprecedented technological developments, having a thorough understanding of the scope and depth of progress is not only useful, but also crucial. The rapid development of information technology has significantly changed the face of the public sector. In today's digital era, almost all sectors, including industry, have transformed and adopted technology to improve operational efficiency. All business actors are required to adapt to advances in digital technology (Rizka Khoirotun Nisaa et al, 2024) . No exception regarding purchasing decisions which are greatly influenced by current digital advances. Like a consumer's purchasing decision that starts from seeing a digital advertisement or a product review by an influencer on social media. This phenomenon can cause a consumer to make impulse purchases due to being influenced by digital advertisements circulating on social media.

According to the Indonesian E-commerce Association (Ideia), e-commerce heavy goods transactions in Indonesia reached IDR 172 trillion (US\$ 12.2 billion) in 2018, and IDR

201 trillion in 2019. Furthermore, in 2020, the total e-commerce heavy goods transactions are estimated to reach IDR 429 trillion. doubled compared to 2019. In addition, during the large-scale social restrictions imposed to stop the chain of transmission of the COVID-19 pandemic, the number of new customers switching to online shopping increased by 51%. Every year, the e-commerce market in Indonesia continues to grow, changing the way people shop. Currently, the most common payment methods are by money transfer via internet banking or mobile banking, ATMs, and electronic money provided by several e-commerce such as OVO, Gopay, Link, Dana, and ShopeePay (Yosepha et al., 2021) .

Internet users today cannot be separated from business products and services, which are utilized by online shopping or e-commerce site owners. Technological developments have given birth to social media and online-based shopping applications. Entrepreneurs use various applications to market their products online, one of which is TikTok. TikTok is a social commerce application that presents videos with various content, and integrates online shopping and payment features in one platform (Impulsif et al., 2023) . In addition to online customer reviews, entrepreneurs also use social media for marketing by involving influencers. An influencer can have thousands, hundreds of thousands, or even millions of followers in one social media account. According to Waluyo (2022) in (Zenita & Restuti, 2024) states that, Influencers generally have many followers and specifically target certain audiences, so companies can easily choose influencers who match their interests and passions, allowing them to reach relevant and targeted audiences. Therefore, many companies decide to use influencers as part of their marketing strategy. The large number of digital advertisements through various platforms or advertisements carried out by several influencers has led to impulsive purchases among generation z.

This study aims to analyze how digital advertising and social media influencers influence impulse buying behavior among Gen Z students of the Faculty of Economics and Business, Wahid Hasyim University, Semarang. By understanding the relationship between these three variables, it is hoped that it can provide useful recommendations for Gen Z in an effort to reduce impulse buying behavior among Gen Z. With this background, this study is expected to provide a significant contribution in the field of digital advertising and social media influencers and become a reference for Gen Z in an effort to reduce impulse buying behavior.

THEORETICAL BASIS

Impulse Buying

Advertising, or often referred to as advertising, is a communication strategy that involves promoting products or information by involving the wider community in content creation, describing the concept of user-generated content that provides an opportunity for individuals to become information creators (Wiraputra & Irwansyah, 2023) . Online marketing management through the use of digital advertising is a very important strategy in today's digital era. Digital advertising utilizes online platforms such as social media, search engines, websites, and applications to promote products or services. The success of this strategy depends on a deep understanding of the target audience, the use of analytical tools to measure campaign effectiveness, and the ability to adjust advertising according to changes in consumer behavior. With digital advertising, companies can reach a wider and more segmented audience than conventional marketing methods, and can measure the results directly (Nazara & Ginting, 2024) , there are three indicators of impulse buying, including:

Purchases are made without prior planning, without requiring long consideration, and occur because of stimulation from the product, such as labels or colors.

Based on the understanding and theory, the author argues that impulse buying is a situation where consumers are encouraged to buy the products they see, because the conditions at that time are considered right to make a purchase. Several factors that can trigger impulse buying include product quality, price, store atmosphere, and sales promotions.

Digital Advertising

According to (Kurniawati et al., 2022) Digital advertising is a method for marketing products and services by utilizing digital distribution channels such as smartphones, computers, and other digital devices. Computers and mobile devices are now widespread and are even considered very important tools among millennials. Advertising is a means of conveying messages from producers to consumers, with the aim of introducing and providing accurate information about the products offered, as well as influencing consumers. Advertising can be considered effective if it succeeds in attracting consumers' attention and providing a proper understanding of the product, so that it can reach the target market. Assessing the effectiveness of advertising is very important to determine the extent to which the company's goals can be achieved. Advertising effectiveness also plays a crucial role in influencing purchasing decisions, because advertising functions as a medium that provides information that can improve purchasing decisions and strengthen product brands (Monica Putri Utami & Lis Setyowati, 2023) .

Based on several theories above, it can be concluded that advertising effectiveness refers to the extent to which advertising messages can attract attention, be remembered, and influence consumers to respond and take actions desired by advertisers. Indicators often used in digital advertising include exposure to digital advertising, interest in digital advertising, and the influence of digital advertising on purchasing decisions.

Social Media Influencers

Communication plays an important role in implementing policies to achieve certain goals. In general, communication is defined as sending messages or stimuli to others with the aim of influencing their thoughts and feelings. The communication process involves conveying information in various forms, such as words, symbols, images, or facial expressions (Ariyanti, 2015) . Communication is needed to complete certain tasks and interact with others. According to Guffey (2006:14) in (Bramanti Wisnu Andika, nd) , communication is defined as the exchange of information and meaning between individuals or groups. Good communication skills can help someone achieve their goals in the workplace. Effective organizational behavior, good working relationships, and smooth work processes depend heavily on good communication skills (Conrad and Newberry, 2012). Most employers consider communication skills to be an important factor in the recruitment process, job success, and employee promotion. Therefore, educators must ensure that graduates have adequate communication skills to start their careers (Lolli, 2013). Nelson (Endang Wahyun, 2015) stated that there are three indicators of communication skills, namely: verbal skills, vocal skills, and body skills.

Based on the above definitions, it can be concluded that digital advertising is an important process in achieving goals, both in the context of policy and in the workplace. Communication is defined as the exchange of information and meaning that can influence

the thoughts and feelings of others, and can be done through various forms such as words, symbols, images, or facial expressions. Good communication skills are essential for completing tasks, establishing effective working relationships, and supporting smooth work processes. Most employers consider communication skills to be a major factor in employee recruitment, job success, and promotion. Therefore, educators must ensure that graduates have adequate communication skills. The three main indicators of communication skills include verbal, vocal, and body skills. Based on the phenomena and research above, the following research hypothesis can be formulated:

- H1 : Digital advertising has a positive and significant influence on impulse buying behavior among Gen Z students at the Faculty of Economics and Business, Wahid Hasyim University, Semarang.
- H2 : Social media influencers have a positive and significant influence on impulse buying behavior among Gen Z students at the Faculty of Economics and Business, Wahid Hasyim University, Semarang.
- H3 : Digital advertising and social media influencers together have a positive and significant influence on impulse buying behavior among Gen Z students at the Faculty of Economics and Business, Wahid Hasyim University, Semarang.

METHOD

This study uses a quantitative approach that aims to analyze the influence of internship experience and communication skills among students of the Faculty of Economics and Business, Class of 2021, Wahid Hasyim University, Semarang. This study focuses on students of the class of 2021 because they are in a transition period to the world of work. Using the probability sampling method, this study succeeded in collecting 68 samples of active students from the Faculty of Economics and Business, Class of 2021 who met the research criteria. Primary data were obtained through a questionnaire in a statement format distributed via a Google Form link. Secondary data sources were obtained from literature studies and related sources accessed online. Data analysis was carried out using descriptive statistical analysis and multiple linear regression analysis. SPSS (Statistical Package of Social Sciences) software version 21.0 was used to support the data analysis process.

RESULTS AND DISCUSSION

Based on the results of the questionnaire distributed to students of the Faculty of Economics and Business, Wahid Hasyim University Class of 2021, the researcher managed to collect data from 68 respondents. The details of respondents based on gender are as follows: 30 (43.5%) respondents were male and 38 (56.5%) were female. As for age, there were 52 respondents aged 17-22 years and 16 respondents aged 23-27 years. There were 42 student respondents from the management department, 11 from the accounting department, and 15 students from the Islamic economics department.

To determine whether the data used is valid and reliable, a validity test and a reliability test are carried out. According to (Ono, 2020) in (Gian et al., 2022) Validity test is conducted to prove the validity of the instrument to be used in the study. Validity test examines each variable used in this study. All research variables contain 15 statements that must be answered by respondents.

Table 1. Validity Test Results

Variables	Indicator	Item Code	r count	r table	Information
Advertisement Digital	1	X1.1	0.572	0.2387	Valid
	2	X1.2	0.871	0.2387	Valid
	3	X1.3	0.815	0.2387	Valid
	4	X1.4	0.864	0.2387	Valid
	5	X1.5	0.867	0.2387	Valid
	6	X1.6	0.863	0.2387	Valid
Social Media Influencers	1	X2.1	0.691	0.2387	Valid
	2	X2.2	0.846	0.2387	Valid
	3	X2.3	0.864	0.2387	Valid
	4	X2.4	0.792	0.2387	Valid
	5	X2.5	0.883	0.2387	Valid
	6	X2.6	0.874	0.2387	Valid
Impulse Buying	1	Y.1	0.930	0.2387	Valid
	2	Y.2	0.917	0.2387	Valid
	3	Y.3	0.870	0.2387	Valid

Source: Processed primary data, 2024

Validity test was conducted using SPSS (Statistical Package for the Social Sciences) version 21.0 to test the validity of the instrument, where the questionnaire was tested on 68 respondents. The r table value is determined by the formula $df = n - 2$, where df is the degree of freedom and n is the number of samples. With 68 respondents, $df = 68 - 2 = 66$ is obtained. From these results, the r table for 66 respondents is 0.2387 with a probability value (sig) < 0.05 . The instrument is considered valid if the calculated r is equal to or greater than the r table at a significance level of 5%. Conversely, the instrument is said to be invalid if the calculated r is less than the r table.

Based on Table 1, it is known that the calculated r value of all indicators is greater than the r table value. Thus, it can be concluded that all indicators in this study are valid. After the validity test is carried out, the next step is the reliability test to assess the consistency of the questionnaire as an indicator of a variable or construct. According to Sugiyono (2017) in (Dunakhri, 2018) A reliable instrument is an instrument that, when used repeatedly to measure the same object, will produce consistent data. Instrument reliability testing is carried out using the Cronbach's Alpha formula. An instrument is considered reliable if the Cronbach's alpha value is greater than 0.60. The following are the results of the reliability test:

Table 2. Reliability Test Results

Variables	Cronbach's Alpha	Status
Digital Advertising	0.898	Reliable
Social Media Influencers	0.908	Reliable
Impulse Buying	0.888	Reliable

Source: Processed primary data, 2024

Based on Table 2, the results of the reliability test indicate that the Cronbach's Alpha value on all variables exceeds 0.60 (>0.60). Thus, it can be concluded that the results of the reliability test for the research instrument variables are declared reliable and can be used for further research processes.

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		68
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.26724733
Most Extreme Differences	Absolute	.093
	Positive	.076
	Negative	-.093
Kolmogorov-Smirnov Z		.769
Asymp. Sig. (2-tailed)		.595

a. Test distribution is Normal.

b. Calculated from data.

Source: Processed primary data, 2024

The results of the normality test can be seen from the Asymp. Sig (2-tailed) level value. If the Asymp. Sig (2-tailed) value ≥ 0.05 , then the data is considered normally distributed. Conversely, if the Asymp. Sig (2-tailed) value ≤ 0.05 , then the data is said to be abnormal. Based on Table 3, the results of the normality test using Kolmogorov-Smirnov show an Asymp. Sig (2-tailed) value of 0.595 (> 0.05), which means the data is normally distributed, because the significance value obtained is greater than 0.05.

Table 4. Multicollinearity Test Results

Coefficients ^a								
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-2.258	.854		-2.643	.010		
	Iklan Digital	.283	.097	.456	2.911	.005	.124	8.088
	Sosial Media Influencer	.287	.099	.455	2.908	.005	.124	8.088

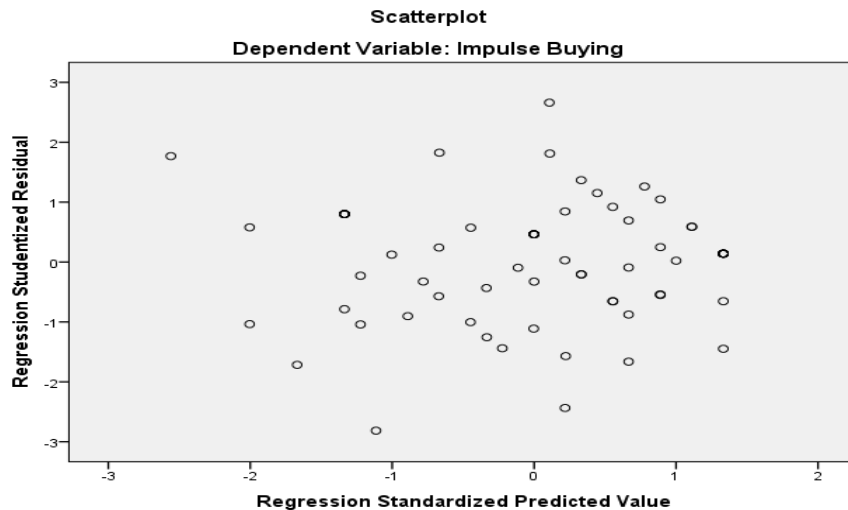
a. Dependent Variable: Impulse Buying

Source: Processed primary data, 2024

Multicollinearity Test refers to a situation where there is a very strong linear correlation between some or all of the independent variables in a regression model, making it difficult to identify the independent and dependent variables (Nurchaya et al., 2024). An analysis is considered not to experience symptoms of multicollinearity if the VIF (Variance Inflation Factor) value is less than 10. If the Tolerance value is greater than or ≥ 0.10 , it can be interpreted that there is no Multicollinearity. If the Variance Inflation Factor (VIF) value is below or ≤ 10.0 , it can be interpreted that there is no multicollinearity. Based on Table 4 above, it shows that the Independent Variable has a Tolerance Value of 0.124 more than (> 0.100) and a VIF Value of 8.088 less than (<10.00), it can be concluded that the

Multicollinearity Assumption is met or there are no symptoms of multicollinearity.

Table 5. Heteroscedasticity Test Results



Referring to the image above, it can be seen that the data points are randomly distributed around the number 0 on the Y axis, without a clear pattern. Therefore, it can be concluded that there is no heteroscedasticity in this regression model, so the model can be used to conduct research.

Table 6. Multiple Linear Regression Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	20,985	2,469		8,499	.000
	X1	.443	.057	.559	7.725	.000
	X2	.512	.086	.433	5,987	.000

a. Dependent Variable: Y1

Source: Processed primary data, 2024

The results of the multiple linear regression test can be seen from the coefficients table. From the independent variable X1 (Digital Advertising) of 0.283 and the value of the independent variable X2 (Social Media Influencer) of 0.287. So the multiple linear regression model obtained is:

$$Y = \alpha + \beta_1 X_1 + \beta_2$$

$$Y = -2.258 + 0.283 X_1 + 0.287 X_2$$

From this equation it can be explained as follows:

1. The constant value of α of -2.258 indicates that if it is assumed that the Digital

Advertising and Social Media Influencer variables have a value of 0, then the value of the dependent variable, namely student work readiness, will remain -2.258.

2. The regression coefficient value for the independent variable Digital Advertising of 0.283 indicates that every 1 unit increase in Digital Advertising will cause an increase in impulse buying behavior of 0.283 units.
3. The regression coefficient value of the independent variable Social Media Influencer is positive at 0.287. This means that if there is an increase in Social Media Influencer by 1 unit, Student Work Readiness will increase by 0.287 units.

Table 7. F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	438.874	2	219.437	132.564	.000 ^b
	Residual	107.596	65	1.655		
	Total	546.471	67			

a. Dependent Variable: Impulse Buying

b. Predictors: (Constant), Sosial Media Influencer, Iklan Digital

Source: Processed primary data, 2024

Based on Table 7, the results of the simultaneous F test produce F count (132.564) > from F table (3.132) with a significant value of $0.000 < 0.05$. From these results, H0 is rejected and H1 is accepted, meaning that there is a simultaneous influence between Digital Advertising and Social Media Influencers on Impulse Buying behavior in Generation Z.

Table 8. T-Test Results

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.258	.854		-2.643	.010
	Iklan Digital	.283	.097	.456	2.911	.005
	Sosial Media Influencer	.287	.099	.455	2.908	.005

a. Dependent Variable: Impulse Buying

Source: Processed data, 2024

Based on Table 8, the partial t-test results on the Digital Advertising variable (X1) show that the calculated t (2.911) is greater than the t table (1.66757) with a significance value of $0.000 < 0.05$. Thus, H1 is accepted, which means that Digital Advertising has a partial effect on Impulse Buying behavior. Meanwhile, the partial t-test results on the Social Media Influencer variable (X2) show that the calculated t (2.908) is greater than the t table (1.66757) with a significance value of $0.000 < 0.05$. Therefore, H2 is accepted, which means that Social Media Influencers have a partial effect on Impulse Buying behavior.

Table 9. Results of the Determination Coefficient Test (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.896 ^a	.803	.797	1.28660

a. Predictors: (Constant), Sosial Media Influencer, Iklan Digital

Based on the image above, the Adjusted R Square value is 0.797, which means that the Digital Advertising and Social Media Influencer variables contribute a joint influence of 79.7% to the Impulse Buying variable and the remaining 20.3% is influenced by other variables outside this study.

Digital Advertising Influences Gen Z's Impulse Buying Behavior

The analysis test that has been carried out provides results that digital advertising has a positive effect on impulse buying behavior among Gen Z. This can be seen from the results of the partial t-test on digital advertising producing a calculated t (2.911) > from the t table (1.66757) with a significant value of $0.000 < 0.05$. From these results, H1 is accepted, meaning that there is a partial influence between digital advertising and impulse buying behavior among Gen Z. Analysis of the multiple linear regression test produces a regression coefficient value for the independent variable of digital advertising with a positive value of 0.283 . This means that if there is an increase in digital advertising by 1 unit, impulse buying behavior among Gen Z will increase by 0.283 units.

The results of this study are supported by (Pertiwi & Prasetya, 2024) which states that digital advertising variables have a positive effect on impulse buying decisions among TikTok Shop consumers, especially among generation Z. This is evidenced by the discounts given by sellers at TikTok Shop which can encourage an increase in impulse buying decisions. Moreover, many consumers are easily tempted by discounts and advertisements for quality products.

The results of this study indicate the potential for increased impulse buying among Gen Z students of the Faculty of Economics and Business, Wahid Hasyim University, Semarang, which is influenced by the quality of digital advertising they receive.

Social Media Influencers Influence Gen Z's Impulse Buying Behavior

The analysis test that has been carried out provides results that social media influencers have a positive effect on the impulse buying behavior of gen z. This can be seen from the results of the partial t-test on social media influencers producing a calculated t (2.908) > from the t table (1.66757) with a significant value of $0.000 < 0.05$. From these results, H2 is accepted, meaning that there is a partial influence between social media influencers and the impulse buying behavior of gen z. Analysis of the multiple linear regression test produces a regression coefficient value of the independent variable social media influencer with a positive value of 0.287 . This means that if there is an increase in social media influencers by 1 unit, the impulse buying behavior of gen z will increase by 0.287 units.

The results of this study are supported by (Jabodetabek, 2024) which states that Influencers who actively use the products they promote succeed in attracting consumer interest and convincing them to buy products in online stores. Influencers who have styles

and preferences that suit consumers, as well as follow trends and offer innovative products, can encourage people to try new things by buying the product. Products that are attractive and endorsed by influencers in online stores can produce satisfaction that meets consumer expectations, so they are encouraged to buy again. An influencer can influence impulse buying because they succeed in fostering interest and attraction that encourages someone to buy.

Digital Advertising and Social Media Influencers Influence Gen Z Impulse Buying Behavior

Based on the results of the study on the f test that has been carried out, it produces f count (132.564) > from F table (3.132) with a significant value of 0.000 <0.05. From these results, H0 is rejected and H1 is accepted, meaning that there is a simultaneous influence between digital advertising and social media influencers on the impulse buying behavior of gen z. This shows that the researcher's hypothesis has been proven, which shows that digital advertising and social media influencers have a simultaneous effect on the impulse buying behavior of gen z. The results of the determination coefficient test (R²) show that 79.7% of digital advertising and social media influencers influence the impulse buying behavior of gen z.

This research is supported by findings from (Media et al., 2024) which state that The ease of operating social media causes consumers to have high purchasing interest when shopping on the platform. This can also be seen from the reliability of sellers in online stores through social media in building consumer trust and ensuring transaction security, which in turn convinces consumers to shop on social media. Attractive advertisements, relatively cheap prices, and the desire to immediately have products such as shirts, increase respondents' purchasing interest in products offered on social media, providing great opportunities for producers to market their products. Social media is a tool or method that is easily accessible as an alternative to shopping. Choosing goods and finding out prices via the internet is a very practical activity, with just a few clicks. After choosing, consumers can confirm the availability of goods by telephone, ask for special discounts, transfer money via bank, and wait for the product to arrive.

The results of a study conducted by (Sopiana et al., 2024) show that the influence of social media influencers on purchasing interest, based on the results of the study, shows that indicators of similarity in character, identity, and taste have an impact on purchasing interest. Meanwhile, the indicator of purchasing interest that shows a positive response is explorative interest. This indicates that when the audience feels that they have similarities with the character shown, both visually and verbally, this becomes a consideration for continuing the purchase. The trust that consumers have in an influencer will make them completely believe what the influencer says and does. When influencers promote a product, they will provide a narrative that highlights the advantages of the product. Consumers will completely trust this narrative and feel confident in the advantages shown, which in turn will greatly influence purchasing interest in the product (Pratiwi & Azzahra, 2023) .

CONCLUSION

This study aims to determine the partial and simultaneous influence of digital advertising and social media influencers on impulse buying behavior among generation z students of the Faculty of Economics and Business, Wahid Hasyim University, Semarang. Based on the test results and discussions, it can be concluded as follows:

- 1) Digital advertising has a partial positive and significant effect on Impulse Buying behavior among Generation Z students of the Faculty of Economics and Business, Wahid Hasyim University, Semarang. This is proven by the results of the t-test (2.911) > from the t table (1.66757) with a significant value of 0.000 <0.05. The regression coefficient value of the independent variable of digital advertising is positive at 0.283. This means that if there is an increase in digital advertising by 1 unit, impulse buying behavior will increase by 0.283 units.
- 2) Social Media Influencers have a partial positive and significant effect on Impulse Buying behavior among Generation Z students of the Faculty of Economics and Business, Wahid Hasyim University, Semarang. This is proven by the results of the t-test (2.908) > from the t table (1.66757) with a significant value of 0.000 <0.05. The regression coefficient value of the independent variable Social Media Influencer is positive at 0.287. This means that if there is an increase in Social Media Influencer by 1 unit, Impulse Buying behavior will increase by 0.287 units.
- 3) Digital Advertising and Social Media Influencers simultaneously influence Impulse Buying behavior among Generation Z Students of the Faculty of Economics and Business, Wahid Hasyim University, Semarang. Proven by the results of the f count test (132.564) > from F table (3.132) with a significant value of 0.000 < 0.05.

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