

Motivation and Consumers' Attitudes Mediate The Effect of Social Media toward Purchase Decisions on Generation Z via Market Place

Kristiana Widiawatia*, Lala Wiladiyah & Siti Dewi Winata

Universitas Bina Insani, Bekasi, Indonesia

Abstract

The aim of this research work is to investigate the impact of motivations and attitudes towards social media on Generation Z purchasing behavior in the marketplace. This research is about what affects people's purchase and how social media can be used in good ways in order to succeed as a marketer. The research method is a quantitative with analytical tool SMART PLS. The respondents from Generation Z in Jabodetabek as many as 236. The path analysis was used to assess the association of the variables studied. Influence on Purchase Decision The findings from the study reveal that social media has a direct as well as indirect impact on the consumer purchase decision (via consumer motivation and attitude). It can be concluded, from the path coefficient value, that motivation has a very significant effect on to purchasing decision (all hypotheses are accepted).

Keywords: Social Media, Purchase Decisions, Motivation, Consumers' Attitudes, Market Place

Received: 10 June 2025

Revised: 3 August 2025

Accepted: 20 August 2025

1. Introduction

Generation Z, characterized as the digital cohort, predominantly utilizes smartphones for various daily activities, with a particular emphasis on mobile devices for shopping. In order to satisfy their expectations, brands are required to enhance the user experience on mobile applications and websites through the implementation of intuitive interfaces, rapid access times, and streamlined transaction processes, thereby fostering customer loyalty. Conversely, social media serves as a significant driver of consumption behavior among Generation Z. Platforms such as TikTok and Instagram function simultaneously as social environments and digital marketplaces where product trends emerge and proliferate. Empirical data indicates that 60% of Generation Z discovers new brands through Instagram, thus necessitating that marketing strategies prioritize collaborations with influencers, the development of innovative content, and the facilitation of genuine interactions to effectively engage this demographic. (Bouet, 2024). In the contemporary digital landscape, social media platforms have transformed into indispensable elements that influence consumer inclinations during online purchasing activities. Instagram, TikTok, and Facebook have transcended their original function as mere product discovery mechanisms, evolving instead into instruments that foster an emotional bond between brands and consumers through innovative content creation. (Arafah et al., 2022).

Social media platforms fall into a number of types, including micro-blog platforms like Weibo, content sharing platforms like TikTok and Xiaohongshu, instant messaging platforms like QQ and Wechat, and social network platforms like Wechat. Every platform has distinct user bases and modes of communication. Wechat, for instance, is appropriate for both B2C and B2B marketing initiatives and is primarily used to establish and preserve interpersonal relationships (Chen, 2024). The impact of social media on consumer perceptions and anticipations regarding commercial products and services is considerable. The pervasive incorporation of social media into the habitual practices of numerous consumers underscores the necessity for enterprises to utilize these platforms as instruments for marketing, disseminating information, and acquiring insights to augment sales and fortify customer loyalty, while simultaneously enhancing the overall shopping experience. (Adiyatma & Trianasari, 2022; Sujatmiko & Aditya, 2024;

* Corresponding author.

E-mail address: kristiana@binainsani.ac.id

Susilo & Yoestini, 2024). Social media has a crucial role in shaping purchasing decisions through strengthening consumer trust (Regina, 2024; Tajuddin & Praditya, 2022; Tapada et al., 2023).

Purchase decisions are greatly influenced by social media, and businesses can benefit more from offering engaging material on computer-based media. Generation Z and Millennials' purchase decisions are greatly influenced by social media influencers, and their decision-making processes heavily rely on trust and authenticity, which also affect how customers view the business. (Hapsari et al., 2024). Social media is a significant contributor to building consumer trust and purchase decisions for consumers in Indonesia (Yudha P, 2024). The results of other studies state that there is a significant impact of social media on Pakistani consumers' buying decision behavior. The contribution of the study is twofold. It extends the current literature in terms of social media and its impact on consumers' behavior (Palalic et al., 2021).

Social media platforms facilitate the rapid and contemporaneous dissemination of content via smartphones, tablets, laptops, and desktop computers. The findings presented by Alkharabsheh & Zhen, (2021) indicate that the consumer decision-making process during purchasing activities is profoundly affected by social media marketing strategies. The level of brand awareness among Generation Z consumers is significantly shaped by social media, which also plays a pivotal role in their considerations regarding purchases. Social media serves as a vital platform for engagement and conversion, contributing to the establishment of robust relationships with the Generation Z demographic (Regina, 2024). The consumption patterns of social media have a considerable impact on consumer behavior, especially in the realm of purchasing decisions. The predominant use of social media by Generation Z underscores the importance of these findings for media professionals and the creative industry, as they seek to effectively engage and influence this demographic through social media channels (Yussof et al., 2018).

2. Literature Review

2.1 Social Media

Social media is an online platform where we create, share, and exchange content (such as writing, photos, or videos). In essence, social media allows for direct interaction between users and the super-fast dissemination of information. The content is mostly from the users themselves (UGC), so it is more authentic and dynamic (Yang, 2024). Social media is characterized as a platform and instrument that individuals utilize to exchange ideas, perspectives, experiences, and insights. Additionally, it serves as a platform for the creation and exchange of content based on online user relationships. Social media include social (Chu, 2024). Customers can interact with each other more directly thanks to social media. Social media offers a more personal communication channel. Social media allows users to interact privately, understand their own habits, and generate deeper engagement. (Faryabi et al., 2015)

The results of the study show a strong correlation between social media marketing and the buying behavior of consumers. According to the findings of other research, social media significantly influences the process of consumer behavior and has a positive correlation with consumer behavior. (Alkharabsheh & Zhen, 2021; Ansari et al., 2019). Entertainment, interaction, trendiness, advertising, and customization are the metrics used to gauge how successful social media is as a marketing tool. (Bilgin, 2018). The study explores how social media affects consumer purchasing decisions and shows how social media marketing tactics have a big impact on consumers' intentions to make purchases. Using a combination of case analysis, literature evaluation, and a multifaceted approach, the study concludes that social media's quantity, openness, and interaction influence customer purchasing decisions (Huang, 2024).

The influence of social media on the behavior of Indonesian consumers is supported by empirical data. According to Syihab et al., (2023), consumer motivation is thought to be a key mediating factor in relation to purchasing decisions. Motivation and work ethic are greatly enhanced by social media (both generally and among Magelang users of Instagram and TikTok in particular). For relationship marketing and communication with Generation Z, social media is an essential tool (Regina, 2024). Perception, trust, and post-purchase reluctance are all markedly increased by computer-based content (Yudha P, 2024)

2.2 Motivation

Consumer motivation is the desire within each individual to carry out actions in order to achieve a particular goal. Every consumer's motivation will have an impact on the decision to buy that will be made (Khuong & Duyen, 2016). The study concludes that every variable that was examined had an impact on other variables. The use of social media by consumers has a positive impact on their motivation to purchase fast fashion items. (Setiadi & Se, 2019). Consumer motivation for fast fashion products has a positive impact on the decision to purchase them. Prior research indicates

that social media has a positive impact on consumers' decisions to purchase fast fashion items. Nowadays, social media is widely used to find information, sometimes even to carry out the buying process (Indriyani & Suri, 2020). Generation Z's purchasing decisions are heavily influenced by consumer motivation, which is influenced by a combination of social, psychological, and technological variables. Online buying is driven by both hedonic (pleasure-seeking) and utilitarian (practical) factors for Gen Z, with efficiency and the thrill of discovering new concepts having a significant impact (Ang, 2024). These results demonstrate that motivation and attitude continue to be reliable indicators of purchase decisions, even though social media's impact varies depending on the product context. Motivation to mediate social media on purchase decisions (Adaji et al., 2020; Indriyani & Suri, 2020; Syihab et al., 2023).

2.3 Consumer Attitude

Attitude can be explained as a statement or evaluation related to the subject, individual, or event in question. Attitude related to the practice of buying products as a result of silent research into them, information obtained from other people or from advertisements in print and online media, and other forms of silent research (Sungkawati et al., 2022). Consumer attitude indicators include the following are the consumer attitude indicators Cognitive Component, Affective Component and Behavioral Component (Robbins & Coulter, 2016).

Empirical evidence indicates a significant influence of consumer attitudes (attitudes) on the purchase decision-making process on Indonesian e-commerce platforms. The results of the study reported a positive regression coefficient for the attitude variable, implying that a high volume of customers could have an impact on an increase in the number of buyers (Viora & Suyanto, 2020). Generation Z's purchasing habits are greatly influenced by consumer attitudes, although these influences are frequently nuanced and influenced by other variables. While Gen Z tends to have high positive opinions about problems like sustainability, brand trust, and innovation, studies regularly demonstrate that these attitudes may not always convert into actual purchasing behavior (Ang, 2024; Pandey & Yadav, 2023; Talesara, 2025). The consistency of these findings is confirmed that the positive and significant impact of attitudes, and is strengthened by the example of positive relationships that affect purchasing decisions at Cafe Gwalk Surabaya. In the Indonesian online market and for Acer mobile computing devices, consumer attitude has a big impact on decisions about what to buy (Ikkbal, 2022; Viora & Suyanto, 2020). Consumer attitudes are the most important factor and element that determines product purchase decisions. If the attitude of consumers is getting better, it will result in a higher willingness of consumers to make purchases on the product (Aini et al., 2022; Hardiansyah & Suryani, 2024). Consumers' positive attitudes significantly encourage the purchase of Herbalife products. (Huda & Hidayati, 2024; Singh et al., 2024).

2.3. Purchase decision

Customer feedback will be closely related to what they are buying, including the product or service, the quantity purchased, the time spent purchasing, the amount spent, and the method of purchasing (Pratminingsih et al., 2019) Marketers must provide their products to customers and ensure that the purchasing process is easy and safe for them (BUI et al., 2021). Utilizing digital marketing tools such as email, social media, online ads, and selular services can increase consumer loyalty. at the point of sale by making it easier for customers to buy, sell, and pay for products, hence reducing customer wait times and costs (Qazzafi, 2019).

Indicators to measure purchasing decisions are purchasing stability, consideration in buying. The appropriateness of attributes with requirements and wants, is what makes consumers reluctant to purchase a product since there are needs that must be met (Shadrina & Yoestini, 2022). As many as 69% of the variants of Instagram/TikTok users' purchase decisions in Magelang were explained by social media (adjusted $R^2 = 0.69$). This confirms the significant influence of content marketing, influencers, and social media itself (Shadrina & Yoestini, 2022).

Based on the above explanation, this study aims to examine the influence of social media on purchasing decisions with consumer motivation and attitudes as mediating variables. The conceptual framework and research hypotheses are as shown in the following figure:

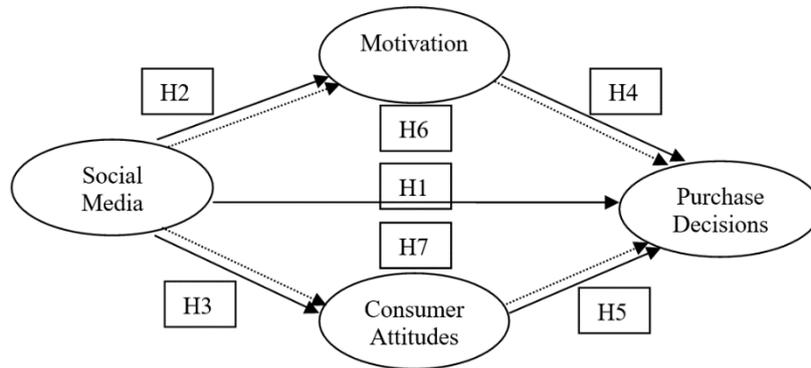


Figure 1. Framework Conceptual

Hypothesis Development:

- Hypothesis 1: Social Media affects Purchase Decisions
- Hypothesis 2: Social Media affects Motivation
- Hypothesis 3: Social Media affects Consumer Attitudes
- Hypothesis 4: Motivation affects the purchase decision
- Hypothesis 5: Consumer attitudes affect purchase decisions
- Hypothesis 6: Social Media affects Purchasing Decisions Mediated by Motivation
- Hypothesis 7: Social Media affects Purchasing Decisions Mediated by Consumer Attitudes

3. Methods

The research method used was quantitative using multiple linear regression analysis techniques. The purpose of the study was descriptive and causal (Leon et al., 2023). The sampling technique used is non-probability sampling. Non-probability sampling is a method used to select individuals to be included in the sample for a statistical study. In particular, in non-probability sampling, individuals were selected based on the researcher's subjective criteria (Sumargo, 2020). The type of sample criteria used is purposive sampling. The data collection technique was carried out by distributing questionnaires to respondents and literature studies. The measurement scale used is the Likert scale (Hair et al., 2019). The sampling technique uses purposive sampling. The purposive sampling technique is a sampling technique that uses certain criteria (Sujarweni & Utami, 2019). The research population is generation Z who are in the Greater Jakarta area as much as possible. The number of respondents who have been sampled is 236 people. Data analysis uses inferential descriptive statistics to measure and explain each variable. Meanwhile, inferential statistics use regression tests using SAMRT-PLS Version 3 software.

4. Result and Discussions

4.1 Characteristics of Respondent

The respondents in this study were 236 Gen Z individuals in the Greater Jakarta area aged 17–30 years. Based on gender, there were 95 male respondents (40.25%) and 141 female respondents (59.75%), with educational levels ranging from high school to master's degree, The distributed can shown on Table 1:

Table 1. Characteristics Respondent

Categories	Detail	Amount	Percentages %
Gender	Man	95	40.25
	Women	141	59.75
Age	17-20	190	80.51
	21-25	45	19.07
	26-30	1	0.42

Categories	Detail	Amount	Percentages %
Domicile	Bekasi	198	83.90
	Bogor	17	7.20
	Jakarta	15	6.36
	Tangerang	6	2.54
Education Level	High School	194	82.20
	Diploma	9	3.81
	Bachelor's Degree	32	13.56
	Magister	1	0.42

Source : SMART PLS analysis results, 2025

4.2. Construct Reliability and Validity Testing

The Composite Reliability test is performed to assess the reliability of the instrument using SMART-PLS. Composite Reliability evaluates internal consistency and Cronbach's Alpha. Construct Reliability indicates the level of consistency demonstrated by the measurement instrument in effectively capturing theoretical constructs, which can be measured through coefficients such as Alpha Cronbach ($\alpha \geq 0.7$) or Composite Reliability ($cR/\Omega \geq 0.7$) (Hayes & Coutts, 2020).

Convergent Validity is assessed by examining the outer loading and Average variance extracted (AVE) values. Indicators with an outer loading > 0.7 are considered valid, although values between 0.5 and 0.6 are acceptable for the initial research stage, provided that the AVE value > 0.5 (Rönkkö & Cho, 2022). The result of Construct Reliability and Validity values can shown on Table 2.

Table 2. Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Social Media (X)	0.810	0.816	0.868	0.567
Motivation (Z1)	0.629	0.645	0.801	0.574
Consumer Attitudes (Z2)	0.870	0.874	0.920	0.793
Purchasing Decisions (Y)	0.812	0.818	0.876	0.638

Source : SMART PLS analysis results, 2025

It can be concluded that each latent variable has a better ability to predict the size of each block compared to the size of the other blocks. Thus, the evaluation of an external model with discriminant validity is valid. In addition, the validity of the composite can be assessed through an Average Variance Extract (AVE) value of more than 0.5 and a Composite Reliability of more than 0.7.

4.3 Outer Model Evaluation

The Discriminant Validity test evaluates the correlation between constructs and other variables. This test assesses the measurement model with reflective indicators by examining the cross-charge between the construct and the measurement indicator, respectively. In order for a construct to effectively predict its indicators, the correlation between the construct and its measurement indicator must be higher than its correlation with other constructs. The result of cross-loadings for each indicator can shown on Table 4.

Table 4. Cross Loading

Variable	Social Media (X)	Motivation (Z1)	Consumer Attitudes (Z2)	Purchase Decision (Y)
Social Media	0.795	0.511	0.470	0.545
	0.722	0.390	0.368	0.387
	0.722	0.384	0.420	0.444
	0.746	0.459	0.509	0.491

Variable	Social Media (X)	Motivation (Z1)	Consumer Attitudes (Z2)	Purchase Decision (Y)
Motivation	0.778	0.563	0.499	0.474
	0.539	0.823	0.547	0.535
	0.442	0.727	0.418	0.376
Consumer Attitudes	0.418	0.717	0.489	0.446
	0.509	0.606	0.887	0.607
	0.594	0.572	0.903	0.612
Purchase Decision	0.515	0.540	0.881	0.533
	0.543	0.521	0.530	0.785
	0.553	0.532	0.601	0.807
	0.485	0.442	0.505	0.827
	0.394	0.413	0.441	0.774

Source : SMART PLS analysis results, 2025

4.4. Inner Model Evaluation

Determinant Analysis Results (R Square) refers to regression analysis results that show a few significant proportions of variables in the dependent variable that are well explained by the independent/factor/determinant variable in the model.

Table 5. R-Square Test

	R Square	R Square Adjusted
Purchasing Decisions (Y)	0.533	0.527
Motivation (Z1)	0.385	0.382
Consumer Attitudes (Z2)	0.369	0.366

Source : SMART PLS analysis results, 2025

Based on Table 5, it can be concluded that 73% of Generation Z Purchasing Decisions in the Greater Jakarta area, which is explained through this model, the rest are 38.5% influenced by Motivation and 36.9% are Consumer Attitude. The results of this study are explained on Table 6.

Table 6. F-Square Test

	Attitudes (Z2)	Motivation (Z1)	Purchasing Decisions (Y)	Social Media (X)
Consumer Attitudes (Z2)			0.140	
Motivation (Z1)			0.041	
Purchasing Decisions (Y)				
Social Media (X)	0.584	0.625	0.097	

Source : SMART PLS analysis results, 2025

Referring to the results of the F-Square Test can be seen that the effect of each variable relationship in the model varies. Social media (X) showed a very strong influence on consumer motivation (Z1) with a value = 0.584 (large effect) and on consumer attitudes (Z2) = 0.625 (large effect), indicating the crucial role of social media in shaping these two mediating variables. However, the direct influence of social media on the purchase decision (Y) is relatively weak = 0.097, (small effect). Consumer attitudes (Z2) have a significant influence on purchasing decisions = 0.140, medium effect), while motivation (Z1) makes a limited contribution = 0.041, small effect). This confirms that the effect of social media on purchasing decisions is more strongly mediated by changes in consumer attitudes than motivation (J. Hair & Alamer, 2022).

4.5. Hypothesis Testing

This study examines causal links between social media (independent variable), consumer motivation and attitude (mediating variables), and purchase decisions (dependent variable) using Structural Equation Modeling (SEM) or Path Analysis. Both direct and indirect effects are tested through measurement and structural models developed via Partial Least Squares (PLS).

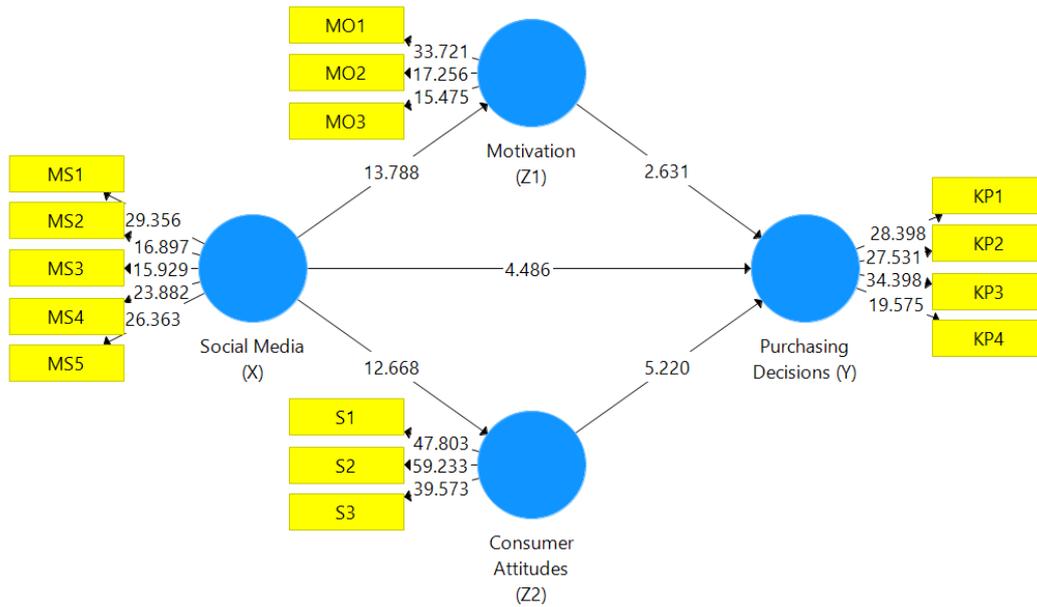


Figure 1. Research Model Construct

Based on figure 1, this study reveals the complex dynamics between social media, motivation, attitudes, and purchasing decisions of Generation Z in the marketplace. This test is a regression test of the influence of each independent variable on the dependent variable and the mediated variable. Here's an in-depth discussion view of each finding:

Table 7. Path Analysis Test Result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Consumer Attitudes (Z2) -> Purchasing Decisions (Y)	0.357	0.362	0.070	5.101	0.000
Motivation (Z1) -> Purchasing Decisions (Y)	0.195	0.194	0.075	2.602	0.010
Social Media (X) -> Consumer Attitudes (Z2)	0.607	0.610	0.046	13.286	0.000
Social Media (X) -> Motivation (Z1)	0.620	0.624	0.048	12.964	0.000
Social Media (X) -> Purchasing Decisions (Y)	0.289	0.284	0.067	4.486	0.000

Source: SMART PLS analysis results, 2025

Table 8. Specific Indirect Effects (Intervening Test Results)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Social Media (X) -> Consumer Attitudes (Z2) -> Purchasing Decisions (Y)	0.217	0.221	0.048	4.499	0.000
Social Media (X) -> Motivation (Z1) -> Purchasing Decisions (Y)	0.121	0.120	0.046	2.606	0.009

Source: SMART PLS analysis results, 2025

Table 9. Hypothesis Testing

Path Analysis	Path Coefficient	T Statistics	Hypothesis	Conclusion
Social Media (X) -> Purchasing Decisions (Y)	0.289	4.486	H1	Accepted
Social Media (X) -> Motivation (Z1)	0.620	12.964	H2	Accepted
Social Media (X) -> Consumer Attitudes (Z2)	0.607	13.286	H3	Accepted
Motivation (Z1) -> Purchasing Decisions (Y)	0.195	2.602	H4	Accepted
Consumer Attitudes (Z2) -> Purchasing Decisions (Y)	0.357	5.101	H5	Accepted
Social Media (X) -> Motivation (Z1) -> Purchasing Decisions (Y)	0.121	2.606	H6	Accepted
Social Media (X) -> Consumer Attitudes (Z2) -> Purchasing Decisions (Y)	0.217	4.499	H7	Accepted

Source: SMART PLS analysis results, 2025

Based on table 9, referring to the results of hypothesis testing explain :

1. Hypothesis 1 (H1): Direct Influence of Social Media on Purchasing Decision.

Social media (X) is proven to have a significant direct influence on Generation Z's purchasing decisions (Y) in the marketplace. The path coefficient of 0.289 with a T-statistic of 4.486 indicates that the more intense the use of social media. Confirming that this hypothesis is accepted.

2. Hypothesis 2 (H2): Effect of Social Media on Motivation

Social media also significantly influences consumer motivation (Z1). The path coefficient of 0.620 and T-statistic of 12.964, so H2 is accepted.

3. Hypothesis 3 (H3): The Effect of Social Media on Consumer Attitudes

In addition to motivation, social media is also effective in shaping positive consumer attitudes (Z2). With a path coefficient of 0.607 and a T-statistic of 13.286, so H3 is accepted.

4. Hypothesis 4 (H4): The Effect of Motivation on Purchasing Decisions

Consumer motivation (Z1) has a direct effect on Generation Z's purchase decision (Y) in the marketplace, although the strength is relatively small. The path coefficient of 0.195 and T-statistic of 2.602 indicate that motivation (such as the desire for discounts) plays a role in driving purchases, but not as strong as other factors. However, since the T-statistic > 1.96, H4 is still accepted.

5. Hypothesis 5 (H5): Influence of Consumer Attitude on Purchase Decision

Consumers' positive attitude (Z2) has a stronger influence than motivation in increasing purchasing decisions. The path coefficient of 0.357 and T-statistic of 5.101. Thus, H5 is accepted.

6. Hypothesis 6 (H6): Mediating Effect of Motivation

Social media not only has a direct impact, but also influences purchasing decisions through motivation (Z1). The mediation coefficient of 0.121 and T-statistic of 2.606. This effect is significant, so H6 is accepted.

7. Hypothesis 7 (H7): Mediating Effect of Attitude

Mediation through consumer attitude (Z2) makes a greater contribution than motivation. The mediation coefficient of 0.217 and T-statistic of 4.499, With a T-statistic > 1.96, H7 is accepted.

4.6. Discussion

Social Media variables contribute directly and indirectly to motivation, consumer attitudes and purchasing decisions for Generation Z in the Greater Jakarta area. The results of the analysis reinforce that the more intensive the use of

social media, the higher the tendency of Generation Z to make purchases. Thus, the results of the analysis are in line with the theory and the results of previous research stated that social media is a significant contributor to building consumer trust and purchase decisions for consumers in Indonesia (Yudha P, 2024).

Social media content, such as promotions or testimonials, plays a crucial role in increasing Generation Z's motivation to act on purchases in the marketplace. The power of this influence is high, the more promotional content on social media will build the motivation of generation Z, so that the results of the analysis are in line with previous research that consumer motivation has a significance value of 0.00—less than 0.05—it can be that social media has a big impact on fashion product purchases (Ikbal, 2022).

Social media is also effective in shaping positive consumer attitudes, it can be concluded that interactions on social media (e.g. product reviews or educational content) are able to create trust and positive perceptions. The results of the analysis support previous research that social media significantly influences the process of consumer behavior and has a positive correlation with consumer behavior. (Alkharabsheh & Zhen, 2021; Ansari et al., 2019)

Consumer motivation (Z1) has a direct influence on Generation Z(Y)'s purchasing decisions in the market, although its power of influence is relatively small. suggests that motivation (such as the desire to get a discount) plays a role in driving a purchase, but not as strongly as other factors. The analysis corroborates the research that consumer motivation for fast fashion products has a positive impact on the decision to purchase process (Indriyani & Suri, 2020).

The influence of consumer attitudes on Purchase Decisions has a stronger influence than motivation in improving purchasing decisions. Trust and positive perception of the product or market are key factors that encourage Generation Z to buy Consumer attitude has a big impact on decisions about what to buy (Ikbal, 2022; Viora & Suyanto, 2020). consumer attitude has a big impact on decisions about what to buy. Generation Z's purchasing habits are greatly influenced by consumer attitudes (Ang, 2024; Pandey & Yadav, 2023; Talesara, 2025).

Social media not only has a direct impact, but it also influences purchasing decisions through motivation. Part of the influence of social media is realized through increased consumer motivation. The results of the analysis prove that the research is in line with the research where consumer motivation has a significance value of 0.00—less than 0.05—it can be said that social media has a big impact on fashion product purchases (Ikbal, 2022). Motivation and attitude continue to be reliable indicators of purchase decisions, even though social media's impact varies depending on the product context. Motivation to mediate social media on purchase decisions (Adaji et al., 2020; Indriyani & Suri, 2020; Syihab et al., 2023).

The role of mediation through consumer attitudes contributes more than motivation. Social media indirectly strengthens Generation Z's purchasing decisions in the market by forming positive attitudes, such as trust in the quality of products or platforms that are in line with previous research that consumer attitudes are the determining factors for millennials' purchasing decisions in the marketplace (Sari, 2024)

4.6.1. *Synthesis of Results*

All hypotheses (H1-H7) are accepted as they meet the statistical significance criteria (T-statistic > 1.96). Social media has a dual influence: directly on purchase decisions, and indirectly through motivation and attitude. Consumer attitudes proved to be the more dominant mediator, emphasizing the importance of building a positive image on social media to increase Generation Z purchase conversions in the marketplace.

4.6.2. *Hypothesis Test Conclusion:*

All hypotheses (H1-H7) are accepted as the T-statistic value > 1.96 (95% confidence level). Social media not only has a direct effect, but also through the mediation of consumer motivation and attitude in increasing Generation Z's purchasing decisions in the marketplace. The effect of attitude (Z2) is stronger as a mediator than motivation (Z1).

4.6.3. *Limitations and Advanced Research Agenda*

The study only focused on Generation Z, so generalizations to other generations (e.g., millennials) need more research. Cross-sectional data cannot measure attitude/motivation change in the long term. Further Research Suggestions: Add variables such as brand loyalty or risk perception to enrich the model. Qualitative method (in-depth interview) to understand the nuances of Generation Z's attitude towards social media content.

5. Conclusions

Based on the results of the regression test and analysis, it was concluded that social media positively and significantly influenced the direct purchasing decisions of Generation Z, thus H1 was accepted. Directly, exposure to social media content (X1) was shown to significantly increase purchasing decisions (Y) with a coefficient of 0.289, suggesting that interaction on digital platforms instantly drives purchasing behavior. More deeply, social media dominantly shapes consumer motivation (Z1) through urgency-based strategies such as flash sales (coefficient of 0.620), as well as building a positive consumption attitude (Z2) with a coefficient value of 0.607 through educational content and two-way interaction so that H2 and H3 are accepted. Consumer motivation and consumer attitudes as critical mediators contributed to purchasing decisions with a coefficient of 0.195, while consumer attitudes were positively the most directly influential factors (coefficient of 0.357) thus H4 and H5 were accepted. The mediation effect states that social media influences purchases through consumer motivation indirectly, meaning that the purchase decision is not fully influenced by consumer motivation, this is indicated by the coefficient value of 0.121. The strong influence is shown by the attitude of consumers who positively and strongly reinforce the purchasing decisions of generation Z, which is shown by the value of the coefficient of 0.217. Thus H6 and H7 are accepted. The suggestions given for further research are to develop variables or factors that dominate the purchasing decisions of generation Z. Generation Z as the largest consumers also gives a big impact on marketing activities as a determinant in increasing marketing activities through purchase decisions.

References

- Adaji, I., Oyibo, K., & Vassileva, J. (2020). E-commerce shopping motivation and the influence of persuasive strategies. *Frontiers in Artificial Intelligence*, 3, 67.
- Adiyatma, M. F., & Trianasari, N. (2022). Pengaruh Ulasan Konsumen pada Media Sosial Twitter Terhadap Keputusan Pembelian di Shopee. *ETNIK: Jurnal Ekonomi Dan Teknik*, 1(9), 621–628.
- Aini, F., Maulidiyah, R., & Hidayanto, M. F. (2022). Pengaruh gaya hidup dan sikap konsumen terhadap keputusan pembelian. *Jurnal Manajemen*, 14(1), 83–90.
- Alkharabsheh, O. H. M., & Zhen, B. H. (2021). The Impact of Content Marketing, Social Media Marketing and Online Convenience on Consumer Buying Decision Process. *CoMBInES-Conference on Management, Business, Innovation, Education and Social Sciences*, 1(1), 1823–1834.
- Ang, Y. S. M. (2024). Understanding Gen Z's Online Purchase Behavior through their Hedonic and Utilitarian Motivation. *Information Management and Business Review*. [https://doi.org/10.22610/imbr.v16i3s\(i\)a.4217](https://doi.org/10.22610/imbr.v16i3s(i)a.4217)
- Ansari, S., Ansari, G., Ghorri, M. U., & Kazi, A. G. (2019). Impact of brand awareness and social media content marketing on consumer purchase decision. *Journal of Public Value and Administrative Insight*, 2(2), 5–10.
- Arafah, N. N., Kamila, M., Huang, C., & Fahlevi, R. (2022). Strategi Digital Marketing Menggunakan Media Sosial dan E-Commerce dalam Pengembangan Bisnis UMKM Yasmin's Brownies. *MANABIS: Jurnal Manajemen Dan Bisnis*, 1(4), 259–271.
- Bilgin, Y. (2018). The effect of social media marketing activities on brand awareness, brand image and brand loyalty. *Business & Management Studies: An International Journal*, 6(1), 128–148.
- Bouet, C. (2024). 5 Ways Consumer Behavior Is Changing With Gen-Zs. *Forbes.Com*. <https://www.forbes.com/councils/forbestechcouncil/2024/05/20/5-ways-consumer-behavior-is-changing-with-gen-zs/>
- BUI, T. Q., NGUYEN, N.-T., NGUYEN, K. K., & TRAN, T.-T. (2021). Antecedents affecting purchase intention of green skincare products: A case study in Vietnam. *The Journal of Asian Finance, Economics and Business*, 8(3), 1295–1302.
- Chen, Z. (2024). Study of Social Media Influence on Consumer Purchasing Decisions. *Forum on Research and Innovation Management*, 2(4).
- Chu, S. (2024). A Review on the Impact of Social Media and the Internet on Consumer Purchasing Decisions. *Advances in Economics, Management and Political Sciences*, 109, 169–174.

- Faryabi, M., Fesaghandis, K. S., & Saed, M. (2015). Brand name, sales promotion and consumers' online purchase intention for cell-phone brands. *International Journal of Marketing Studies*, 7(1), 167.
- Hair, J., & Alamer, A. (2022). Partial Least Squares Structural Equation Modeling (PLS-SEM) in second language and education research: Guidelines using an applied example. *Research Methods in Applied Linguistics*, 1(3), 100027. <https://doi.org/10.1016/j.rmal.2022.100027>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hapsari, A. Y., Sukandi, P., Dalimunthe, G. P., Lisdayanti, A., Sumadhinata, Y. E., & Nilasari, I. (2024). The impact of social media influencers on consumer behavior: A comparative analysis of generation Z and millennials life style. *International Journal Of Humanities Education And Social Sciences*, 3(5).
- Hardiansyah, W., & Suryani, S. (2024). Pengaruh Sikap Konsumen dan Lifestyle Terhadap Kepuasan Pelanggan Coffeshop Melalui Keputusan Pembelian pada Mahasiswa di Kota Pekanbaru. *Al Qalam: Jurnal Ilmiah Keagamaan Dan Kemasyarakatan*, 18(1), 177–192.
- Hayes, A. F., & Coutts, J. J. (2020). Use omega rather than Cronbach's alpha for estimating reliability. *But... Communication Methods and Measures*, 14(1), 1–24.
- Huang, W. (2024). The Power of Social Media: Exploring its Role in Consumer Purchase Decisions. *Studies, Interdisciplinary Humanities and Communication*. <https://www.deanfrancispress.com/index.php/hc/article/view/2357/HC005582.pdf>
- Huda, A. N., & Hidayati, R. (2024). PENGARUH SIKAP KONSUMEN, DAN NORMA SUBJEKTIF TERHADAP PENGAMBILAN KEPUTUSAN PEMBELIAN, DENGAN MINAT BELI ULANG SEBAGAI VARIABEL INTERVENING (Studi Pada Konsumen Produk Herbalife di Kota Semarang). *Diponegoro Journal of Management*, 13(3).
- Ikbal, I. (2022). Pengaruh Harga Dan Media Sosial Terhadap Keputusan Pembelian Dengan Motivasi Konsumen Sebagai Variabel Mediasi Pada Produk Fast Fashion Di Surabaya. *PRAGMATIS*, 3(1), 60–67.
- Indriyani, R., & Suri, A. (2020). Pengaruh media sosial terhadap keputusan pembelian melalui motivasi konsumen pada produk fast fashion. *Jurnal Manajemen Pemasaran*, 14(1), 25–34.
- Khuong, M. N., & Duyen, H. T. M. (2016). Personal factors affecting consumer purchase decision towards men skin care products—A study in Ho Chi Minh city, Vietnam. *International Journal of Trade, Economics and Finance*, 7(2), 44–50.
- Leon, F. M., Suryaputri, R. V., & Purnamaningrum, T. K. (2023). Metode penelitian kuantitatif: Manajemen, keuangan, dan akuntansi. Penerbit Salemba.
- Palalic, R., Ramadani, V., Mariam Gilani, S., Gërguri-Rashiti, S., & Dana, L. (2021). Social media and consumer buying behavior decision: what entrepreneurs should know? *Management Decision*, 59(6), 1249–1270.
- Pandey, M., & Yadav, P. S. (2023). Understanding the role of individual concerns, attitude, and perceived value in green apparel purchase intention; the mediating effect of consumer involvement and moderating role of generation Z&Y. *Cleaner and Responsible Consumption*. <https://doi.org/10.1016/j.clrc.2023.100120>
- Pratminingsih, S. A., Astuty, E., & Mardiansyah, V. (2019). The influence of electronic word of mouth and brand image on buying decision.
- Qazzafi, S. (2019). Consumer buying decision process toward products. *International Journal of Scientific Research and Engineering Development*, 2(5), 130–134.
- Regina, T. (2024). DAMPAK MEDIA SOSIAL TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN GENERASI Z. *KOMPLEKSITAS: JURNAL ILMIAH MANAJEMEN, ORGANISASI DAN BISNIS*, 13(1), 50–57.
- Robbins, S. P., & Coulter, M. (2016). *Manajemen*, Jilid 1 Edisi 13. Jakarta: Erlangga.
- Rönkkö, M., & Cho, E. (2022). An updated guideline for assessing discriminant validity. *Organizational Research Methods*, 25(1), 6–14.

- Sari, P. N. (2024). Pengaruh Kualitas Produk, Motivasi dan Sikap Konsumen Terhadap Keputusan Pembelian Generasi Milenial Pengguna Marketplace Lazada. *Indonesian Journal of Multidisciplinary on Social and Technology*, 2(3), 1–5.
- Setiadi, N. J., & Se, M. M. (2019). *Perilaku Konsumen: Perspektif Kontemporer pada Motif, Tujuan, dan Keinginan Konsumen Edisi Ketiga (Vol. 3)*. Prenada Media.
- Shadrina, R. N., & Yoestini, Y. (2022). Analisis pengaruh content marketing, influencer, dan media sosial terhadap keputusan pembelian konsumen (Studi pada pengguna Instagram dan Tiktok di Kota Magelang). *Diponegoro Journal of Management*, 11(2).
- Singh, S., Chaubey, D. S., Raj, R., Kumar, V., Paliwal, M., & Mahlawat, S. (2024). Social media communication, consumer attitude and purchase intention in lifestyle category products: a PLS-SEM modeling. *Marketing Intelligence & Planning*.
- Sujarweni, V. W., & Utami, L. R. (2019). *The master book of SPSS*. Anak Hebat Indonesia.
- Sujatmiko, F. D. I., & Aditya, A. (2024). Assessing the Determinants of Students' Intentions to Enroll in Higher Education: The Impact of Social Media, University Image, E-WOM, and Tuition Fees. *Jurnal Teknologi Dan Manajemen Informatika*, 10(2), 110–122.
- Sumargo, B. (2020). *Teknik sampling*. Unj press.
- Sungkawati, E., Meliantari, D., Egim, A. S., & Mulyana, M. (2022). *Perilaku Konsumen (Suatu Pengantar)*.
- Susilo, H. H. R., & Yoestini, Y. (2024). Pengaruh Harga, Kualitas Produk, dan Electronic Word of Mouth Terhadap Keputusan Pembelian Produk Makanan Melalui Media Sosial (Studi pada Konsumen Naturicha Juice di Kabupaten Cilacap). *Al Qalam: Jurnal Ilmiah Keagamaan Dan Kemasyarakatan*, 18(3), 1930–1953.
- Syihab, B. H., Hakimi, A. Q., & Jihadi, M. (2023). Dampak Media Sosial Terhadap Keputusan Pembelian Melalui Motivasi Konsumen Pada Produk Pakaian Kaos. *JAMBURA: Jurnal Ilmiah Manajemen Dan Bisnis*, 6(2), 668–675.
- Tajuddien, R., & Praditya, A. (2022). Pengaruh Sosial Media Terhadap Perilaku Konsumtif Mahasiswa Di Online Marketplace. *Jurnal Arastirma*, 2(2), 180–190.
- Talesara, A. (2025). To Explore and Analyse the Attitude, Behaviour, And Purchasing Decisions of Generation Z (Gen Z) Consumers Towards Sustainable Fashion. *INTERNATIONAL JOURNAL OF SCIENTIFIC RESEARCH IN ENGINEERING AND MANAGEMENT*. <https://doi.org/10.55041/ijrsrem45479>
- Tapada, V. J., Massie, J. D. D., & Tielung, M. V. J. (2023). Pengaruh Penggunaan Media Sosial Dan Perilaku Konsumen Terhadap Keputusan Pembelian Barang Online (Studi Pada Konsumen Bag Store Manado). *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 11(4), 1222–1232.
- Viora, P., & Suyanto, A. M. A. (2020). Keputusan Pembelian Berdasarkan Persepsi, Motivasi, Dan Sikap Pada Marketplace. *Jurnal Riset Bisnis Dan Manajemen*, 13(1), 16–22.
- Yang, Y. (2024). *The Impact of Social Media on Consumer Purchasing Decisions*. *Transactions on Economics, Business and Management Research*. Vol8.
- Yudha P, I. B. (2024). Pengaruh Penggunaan Media Sosial dan Ewom, Terhadap Kepercayaan dan Keputusan Pembelian Pelanggan (Studi pada J. Co Donuts & Coffee di Yogyakarta). Universitas Islam Indonesia.
- Yussof, F. M., Harun, A., Norizan, N. S., Durani, N., Jamil, I., & Salleh, S. M. (2018). Retracted: The influence of social media consumption on Gen Z consumers' attitude. *Journal of Fundamental and Applied Sciences*, 10(6S), 1288–1299.