Confession of a Shopaholic: The Purchase Decision Behavior of Generation Z

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Author's contribution

The sole author designed, analyzed, interpreted and prepared the manuscript.

Original Research Article

ABSTRACT

Aims: This study aims to determine, both simultaneously and partially, the effect of Influencer Marketing (IM) and Social Media Marketing (SMM) on Purchasing Decisions (PD) on Uniqlo fashion products.
Study Design: This type of research is descriptive quantitative research which aims to examine the relationship between the independent variable and the dependent variable.
Place and Duration of Study: State University of Makassar, from June to September 2024.
Methodology: The population in this study were students who used Uniqlo products at the State University of Makassar. The sampling technique in this study was non-random sampling and the type of sampling used was purposive sampling with the number of samples was 100 respondents. The data analysis method in this study consists of several tests consisting of Validity and Reliability Tests, Classical Assumption Tests, Multiple Linear Regression Analysis, and Hypothesis Tests, and uses SPSS in data processing.
Results: The study found a significant correlation between influencer marketing, social media marketing, and purchasing decisions. Based on the results of data analysis, it is known that the

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significance value of the Influencer Marketing on Purchase Decision is 0.016 <0.05 and the t value is 2.444> t table 1.98447. Furthermore, the Social Media Marketing has a t value of 8.976> t table 1.98447. The significance value for the effect of the Social Media Marketing on the Purchasing Decision is 0.000 <0.05 and the t value is 8.976> t table 1.98447. The F value of 129.644 is much greater than the F table of 3.09 (129.644 > 3.09) with a significance level of 0.000 less than 0.05 (0.000 < 0.05).

Conclusion: Based on the results of the study, it is known that both partially and simultaneously, Influencer Marketing and Social Media Marketing have a positive and significant influence on Purchasing Decisions.

1. INTRODUCTION

A company certainly consists of various elements, one of which is human resources in addition to raw materials, equipment, methods and capital. The rapid globalization of the world economy today opens up many market opportunities for companies. This creates competition among market players for better performance. In order to keep up and be able to compete in an open market with competitors, businesses are forced to change their marketing models and tactics, one of which is by using digital marketing technology to complement existing traditional marketing strategies. Social media has made searching for information and purchasing goods using traditional methods irrelevant and resulted in new social and economic consequences (Pratiwi, 2021).

Based on Table 1, it can be seen that, from the results of the survey of Indonesian internet users conducted by Indonesian Internet Service Providers Association (APJII) in 2018-2020, currently the penetration of Indonesian internet users amounts to 196.71 million people or 73.7%, which is an increase of 8.9% from 2018 which amounted to 171.17 million people or 64.8%. And it is likely to increase every year.

Based on Table 2, it can be seen that, from the results of a survey of internet users conducted by APJII in 2023, internet penetration of the total population reached 80%. This figure continues to rise compared to previous years. This means that more and more Indonesians are using the internet. In terms of e-commerce, Indonesia is a force to be reckoned with. According to a survey conducted by Kemp (2023), 62.6% of Indonesian internet users aged 16 to 64 will have purchased a product or service online by 2022, an increase of 3.3% from the previous year. This means that more than half of the country's internet users are actively engaged in e-commerce. "Social media is a platform that allows humans to interact online without being limited by time and space. Social media has a significant influence on social change in society, especially in the millennial generation and generation Z. Internet users in Indonesia, according to APJII survey results in 2019, the age range of 15-19 years reached 91%, then in the range of 20-24 years of 88.5%, 25-29 years of 82.7%, 30-34 years of 76.5%, and 35-39% years of 68.5%" (Maulana et al., 2020).

"One of the ways a company markets its products is by featuring individuals who have a high level of popularity, which is commonly referred to as influencer marketing. Influencer marketing strategy is considered as one of the best strategies to attract potential customers because it is considered relatively cheap and effective. It's a strategy that features an individual who has followers when promoting a product so as to influence other people to take an attitude in an absolute decision, ultimately using the product" (Lengkawati & Saputra, 2021). "Compared to running ads on TV or billboards, the costs incurred are much higher than using influencers. An influencer is someone who is on social media and has a large number of followers so that they can encourage others to take an action" (Agustin & Amron, 2022). Consumer purchasing decisions are influenced by push factors, purchasing products in the marketplace requires transactions to be carried out online and this is what makes sales require several roles so that consumers finally decide to buy products. One of the driving factors is from influencer marketing who uploads content about products on various social media they use such as Instagram which aims to introduce the product to potential consumers and make consumers decide to buy a product.

Table 1. Internet user penetration in 2018 and 2019-2020 (in million)

	2018	2019-2020
Internet Users	171.17	196.71
Population of Indonesia	264.16	266.91
Percentage	**64.8%**	**73.7%**

Table 2. Internet user penetration in 2021-2022 and 2023 (in million)

	2021-2022	2023
Internet Users	210.03	215.63
Population of Indonesia	272.69	275.75
Percentage	**77,02%**	**80%**

"On social media, companies can also do marketing. This marketing technique is known as Social Media Marketing. This is a marketing technique using certain social media. Social media marketing is one of the factors that can influence the process that encourages marketers personally to carry out promotions through websites, services, or products through online social media channels" (Mileva and Ahmad, 2018). It's also a form of marketing that uses social media to market a product, service, brand or issue by utilizing the audience that participates in social media (Dewi, Imbayani, & Ribek, 2021). "Social media marketing allows users to take photos or videos, use one of the features, namely digital filters, and share them to various social networking services" (Hardiyanto, Perea, & Kusdibyo, 2020).

There is an increase in the number of Instagram users in the fourth quarter of 2023 as many as 109.33 million users (Annur, 2023). Compared to a year earlier, the number of Instagram users in Indonesia increased by 3.15%. In April 2022, the number of Instagram users in the country was recorded at 105.99 million users. The data makes Instagram the fourth most accessed social media in Indonesia. Seeing the large user data from Instagram makes Uniqlo use influencers in their marketing strategy.

"Uniqlo is one of the largest fashion manufacturers in Asia. It is a subsidiary of the Fast Retailing company based in Japan. Uniqlo is also a well-known fashion product company known by many countries with the number of official stores in 21 countries, namely 2,196 stores in September 2019" (Ustman, 2020). Uniqlo sales data in 2019-2023. In August 2019 Uniqlo sales increased by 9.9% year on year and online sales increased by 9.5%. In August 2020, online sales increased by 29.8% year on year. Through the end of August, a total of 6 stores

remained temporarily closed and 91 stores operated with shorter working hours due to COVID-19. In August 2021, Uniqlo experienced a 38.9% decrease in online sales. Uniqlo's August sales declined sharply year-on-year due to low summer temperatures, persistent bad weather, including heavy rain, and a stronger inclination for consumers to stay at home and avoid going out due to COVID-19. Uniqlo August 2022 sales including online sales increased by 14.9% year on year. Uniqlo's sales increased as persistently high temperatures supported strong sales of summer products and sales of new on-trend products also proved strong. Uniqlo August 2023 sales including online sales increased by 7.1%. Uniqlo's sales increased as the hot weather throughout the month supported strong sales of summer goods.

However, there is a contradiction in the results of research which states that there is a positive (Wilis & Faik, 2022; Nam & Dân, 2018) and negative relationship (Handayani, & Usman, 2021; Johansen & Guldvik, 2017) related to influencer marketing on consumer decisions. Similarly, with the influence of social media on consumer purchasing decisions, there are conflicting research results (Wulandari & Rauf, 2022; Ardiansyah & Sarwoko, 2020; Hutter et al, 2013; Omar & Atteya, 2020).

2. MATERIALS AND METHODS

The type of research used in this research is quantitative research with descriptive methods. Kurniawan & Puspitaningtyas (2016) suggest that quantitative research is related to the variables to be studied and is used to test hypotheses by testing the relationship between variables in the study. Based on the formulation of problems and hypotheses, there are two types of variables that will be examined in this study, namely the independent variable (influencer

marketing and social media marketing) and the dependent variable (purchasing decisions).

The population in this study were students of the State University of Makassar. Based on the Slovin formula then determined as many as 100 respondents who are included in generation Z who are students of the State University of Makassar. The sampling technique used in this study was purposive sampling. The criteria used in this study are generation Z students and have used or repurchased the Uniqlo brand. The tests in this study were carried out using the research instrument test in the form of validity and reliability tests, classical assumption tests in the form of normality tests, multicollinearity tests, and heteroscedasticity tests, hypothesis testing in the form of partial tests, simultaneous tests, and coefficient of determination tests, as well as multiple linear regression analysis tests.

The hypotheses offered in this study are as follows:

H1: Influencer marketing has an effect on purchasing decisions
H2: Social media marketing has an effect on purchasing decisions
H3: Influencer marketing and social media marketing have an influence on purchasing decisions

3. RESULTS AND DISCUSSION

3.1 Research Results

3.1.1 Validity test

According to Juliandi & Manurung (2014), if the correlation value obtained is positive, then the instrument points tested are valid and see the significance of the resulting correlation value, namely by comparing the correlation r count with the r table value. If the value of r count> r table then it is declared valid. Vice versa, if r count < r table, it is declared invalid. The value of r table

Table 3. Validity test results

Variables	Statement	R Count	R Table	Description
Influencer Marketing	IM. 1	0.816	0.1966	Valid
	IM. 2	0.811	0.1966	Valid
	IM. 3	0.820	0.1966	Valid
	IM. 4	0.683	0.1966	Valid
	IM. 5	0.727	0.1966	Valid
	IM. 6	0.647	0.1966	Valid
Variables	**Statement**	**R Count**	**R Table**	**Description**
Social Media Marketing	SMM. 1	0.660	0.1966	Valid
	SMM. 2	0.822	0.1966	Valid
	SMM. 3	0.796	0.1966	Valid
	SMM. 4	0.803	0.1966	Valid
	SMM. 5	0.724	0.1966	Valid
	SMM. 6	0.846	0.1966	Valid
	SMM. 7	0.624	0.1966	Valid
	SMM. 8	0.730	0.1966	Valid
	SMM. 9	0.786	0.1966	Valid
	SMM. 10	0.795	0.1966	Valid
Variables	**Statement**	**R Count**	**R Table**	**Description**
Purchase Decision	PD. 1	0.652	0.1966	Valid
	PD. 2	0.768	0.1966	Valid
	PD. 3	0.725	0.1966	Valid
	PD. 4	0.821	0.1966	Valid
	PD. 5	0.840	0.1966	Valid
	PD. 6	0.759	0.1966	Valid
	PD. 7	0.805	0.1966	Valid
	PD. 8	0.752	0.1966	Valid

Table 4. Reliability test results

Variables	Cronbach's Alpha	N of Items	Description
Influencer Marketing (x_1)	0.844	6	Reliable
Social Media Marketing (x_2)	0.919	10	Reliable
Purchase Decision	**0.897**	**8**	**Reliable**

Table 5. Normality test

No.	Asymp. Sig.	Description
1.	0. 077	Normal

can be seen in the distribution of r table values with a significance level of 0.05 or 0.5% with a total of 100 respondents, where N-2 = 100-2 = 98, namely 0.1966. Testing validates the research instrument, carried out on Influencer Marketing variables (x_1), Social Media Marketing (x_2), and Purchasing Decisions (Y).

It can be seen from the table above, it is known that the results of the validity test on all statement items from the Influencer Marketing (X1), Social Media Marketing (X2) and Purchasing Decisions (Y) can be said to be completely valid, because all statement items have a value of r count> r table or r count> 0.1966 at the 0.05 significance level. Therefore, all questionnaire statements on each variable can be used as measuring instruments for the variables studied.

3.1.2 Reliability test

The reliability test was carried out by looking at the Cronbach Alpha value which was tested using SPSS, a variable is called reliable if the Cronbach Alpha (a) value is > 0.60. The following are the results of the reliability test in this study:

It can be seen from the table of reliability test results above that of the 6 items of the Influencer Marketing (X1) questionnaire statement has a Cronbach's Alpha value of 0.844. This means that this variable has a Cronbach's Alpha value> 0.06, which means that the statement items on this variable can be declared reliable as research measuring instrument. It can be seen from the table of reliability test results above that of the 10 items of the Social Media Marketing (X2) questionnaire statement has a Cronbach's Alpha value> 0.919. This means that this variable has a Cronbach's Alpha value> 0.60, which means that the statement items on this variable can be declared reliable as research measuring instrument. It can be seen from the table of

reliability test results above that of the 8 items of the Purchase Decision questionnaire statement (Y) has a Cronbach's Alpha value of 0.897. This means that this variable has a Cronbach's Alpha value> 0.60, which means that the statement items on this variable can be declared reliable as research measuring instrument.

3.1.3 Normality test

A data is considered normally distributed if the significance value is > 0.05. The results of the normality test in this study are as follows:

Based on the table above, for all research data shows that the Asymp. Sig. (2- tailed) 0.077 > 0.05. So, the conclusion from this distribution is that the data is normally distributed.

3.1.4 Multicollinearity test

Testing is done by looking at the tolerance value and Variance Inflation Factor (VIF). If the tolerance value> 0.1 and VIF < 10, it can be said that there is no multicollinearity. Multicollinearity testing can be seen as follows:

Based on the Coefficients output above, it is known that the Tolerance value of all independent variables is greater than> 0.10 and the VIF value of all independent variables is smaller than < 10.00. Because the Tolerance value of all independent variables is greater than> 0.10 and the VIF value of all independent variables is smaller than < 10.00, it can be concluded that there are no symptoms of multicollinearity.

3.1.5 Heteroscedasticity test

Ghozali (2018) states that if the significance value of the independent variable > 0.05, it can be concluded that the variables are free from heteroscedasticity in the regression model equation. The results of the glacier test can be seen as follows:

Based on the results of the SPSS output in the table above, it is known that the Influencer Marketing (X1) has a Sig. value of 0.054> 0.05, it can be concluded that this variable is free from symptoms of heteroscedasticity. Based on the results of the SPSS output in the table above, it is known that the Social Media Marketing (X2) has a Sig. value of 0.553> 0.05, it can be concluded that this variable is free from symptoms of heteroscedasticity.

3.1.6 Multiple linear regression analysis

The results of multiple linear regression analysis can be seen as follows:

Based on the test results multiple linear regression analysis is formulated:

$$PD = 4.251 + 0.243\,IMM + 0.557\,SMM + \varepsilon$$

The multiple linear regression analysis equation above can be interpreted as follows:

- When the Influencer Marketing (X1), and Social Media Marketing (X2) are equal to zero, the value of the Purchase Decision (Y) is 4,251.
- When the Influencer Marketing (X1) increases by one unit, it will result in an increase in the value of the Purchasing Decision (Y) by 0.243.
- When the Social Media Marketing (X2) increases by one unit, it will result in an increase in the value of the Purchasing Decision (Y) by 0.557.

3.1.7 Partial test

It is known that the Sig. value for the influence of the Influencer Marketing (X1) on the Purchasing Decision (Y) is 0.016 <0.05 and the t value is 2.444 > t table 1.98447. It can be concluded that H1 is accepted, which means that there is an influence between the Influencer Marketing (X1) partially on the Purchasing Decision (Y).

The Sig. value for the influence of the Social Media Marketing (X2) on the Purchasing Decision (Y) is 0.000 <0.05 and the t value is 8.976 > t table 1.98447. Hence, it can be concluded that H2 is accepted, which means that there is an influence between the Social Media Marketing (X2) partially on the Purchasing Decision (Y).

3.1.8 Simultaneous test

Based on the test results, the calculated F value of 129.644 is much greater than the F table of 3.09 (129.644> 3.09) with a significance level of 0.000 less than 0.05 (0.000 <0.05). This shows that H0 is rejected and Ha is accepted. Thus, together the Influencer Marketing (X1) and Social Media Marketing (X2) affect the Purchasing Decision (Y).

3.1.9 Determination test

In a study, the higher the R square value, the better the proposed research model. The R Square value = 0.728 means that the contribution of the Influencer Marketing (X1) and Social Media Marketing (X2) to the Purchasing Decision (Y) is 72.8.0%, while the remaining 27.2% is influenced by other variables not examined in the study. In other words, 72.8% of the variation in the Purchasing Decision (Y) can be explained by the variation in the Influencer Marketing (X1) and Social Media Marketing (X2).

3.2 Discussion

3.2.1 Influencer marketing on purchasing decisions

Based on the research results, it is known that the Influencer Marketing (X1) has an effect on the Purchasing Decision (Y). This is evidenced by the regression results above which show that the Influencer Marketing has a t value of 2.444. It is known that the Sig. value for the influence of the Influencer Marketing (X1) on the Purchasing Decision (Y) is 0.016 <0.05 and the t value is 2.444> t table 1.98447, so it can be concluded that H1 is accepted, which means that there is an influence between the Influencer Marketing (X1) partially on the Purchasing Decision (Y).

On the question "Influencers who have a large number of followers can convince me to make a purchase of the Uniqlo brand", in this question there was one respondent who answered disagree because not all influencers can convince consumers, and some people prefer to get recommendations from sources that are considered more authentic, such as friends or family. Furthermore, the question "The amount of influencer marketing on Instagram social media is a purchasing decision for the Uniqlo brand", on this question there were 8 respondents who answered disagree because not all consumers focus on product reviews, not everyone will have a uniform view of the extent to which influencer marketing on Instagram social media influences purchasing decisions for the Uniqlo brand.

Moreover, the question "Reviews of the Uniqlo brand from influencer marketing influence

consumers in purchasing decisions for the Uniqlo brand", on this question there was one person who answered strongly disagree, because some people doubt the credibility of influencers who promote Uniqlo products and some people believe more in direct reviews and recommendations from other consumers, friends or family rather than relying on the influence of influencers who are considered to have commercial interests. In addition, the question "Influencers who promote the Uniqlo brand make it easier for consumers to recognize the need to purchase the Uniqlo brand", on this question there was one person disagreeing because people who disagreed doubted the authenticity of influencer reviews or recommendations, considering them part of a marketing strategy and not an honest view. In further detail, the question "I feel that influencers who work with the Uniqlo brand are very expressive when promoting the Uniqlo brand", on this question there were 2 people who answered strongly disagree because some people doubt the level of expressiveness of influencers, people consider excessive expressiveness can be considered not in accordance with the original.

Influencer Marketing is closely related to purchasing decisions, with well-known and good marketing influencers, customers will be interested in buying these products. According to Ryan & Jones (2009) states that influencers are the main social media influencers. Influential users of these accounts are already trusted by their online followers, and their opinions can have a huge impact on online reputation, including the reputation of a product, product, or brand. This is in line with previous research (Nugroho et al, 2020; Yodi, Widyastuti, & Noor, 2020; Barusman & Suwandi, 2020; Arismaleo et al, 2023; Purwanto & Prayuda, 2024) which shows that influencer marketing has a positive and significant effect on purchasing decisions.

Based on the results of the analysis, it can be assessed that Uniqlo's influencer marketing has an influence on consumer purchasing decisions, although based on the score category itself it is considered good and does not reach the very good stage, Uniqlo's influencer marketing has criteria and uniqueness in marketing its own products.

Table 6. Multicollinearity test

No.	Variables	Collinearity	VIF	Description
1.	Influencer marketing	0.458	2.182	Multicollinearity free
2.	Social media marketing	0.458	2.182	Multicollinearity free

Table 7. heteroscedasticity test results

No.	Variables	Sig value.	Description
1.	Influencer marketing	0.139	Free of heteroscedasticity symptoms
2.	Social media marketing	0.846	Free of heteroscedasticity symptoms

Table 8. Multiple linear regression analysis

Variables	Unstandardized coefficients
Constant	4.251
Influencer marketing	0.243
Social media marketing	0.557

Table 9. partial hypothesis test

No.	Variables	t count	t table	Sig.	Description
1.	Influencer marketing	2.444	1.98447	0.160	Influential
2.	Social media marketing	8.976	1.98447	0.000	Influential

Table 10. F test

F count	F table	Significance	Description
76.346	3.09	0.000	Simultaneously influenced

3.2.2 Social media marketing on purchasing decisions

Based on the research results, it is known that the Social Media Marketing (X2) has an effect on the Purchasing Decision (Y). This is evidenced by the regression results which show that the Social Media Marketing (X2) has a t value of 8.976> t table 1.98447. It is known that the Sig value. for the influence of the Social Media Marketing (X2) on the Purchasing Decision (Y) is 0.000 <0.05 and the t value is 8.976> t table 1.98447, so it can be concluded that H2 is accepted, which means that there is an influence between the Social Media Marketing (X2) partially on the Purchasing Decision (Y).

From the results of this study, it is further obtained that the Social Media Marketing in its four indicators has a positive and significant influence on purchasing decisions. According to Chaffey & Ellis-Chandwick (2016), social media marketing is a medium for monitoring customers and making it easier for them to engage positively with their business and brand. The marketing concept of social marketing is simply defined as a strategy to change social attitudes and behaviors

On the question "I can interact with administrators via Uniqlo Instagram", there were 2 people who answered disagree because there were some people who had unsatisfactory experiences when trying to interact with administrators via Instagram. Furthermore, the question "The @uniqloindonesia Instagram social media account actively uploads the latest stories every day", on that question there was one person who answered disagree because some people may feel that uploading stories every day can create information overload, deciding to upload such content every day may pose a risk of quality decline, especially if the account manager focuses on quantity rather than quality. Moreover, the question "The Instagram social media account @uniqloindonesia actively communicates with consumers, either asking questions about products, providing suggestions, messages, and complaints", in this question there was one person who answered disagree because some followers felt that active communication could interfere with the experience of viewing the feed or content shared by the Uniqlo account.

Furthermore, the question "I easily provide answers to questions from other users in the comments of the @uniqloindonesia Instagram account", on this question there was one person who answered strongly disagree because some people were worried that providing answers easily without verification could lead to the spread of inaccurate or incorrect information. This can be a loss for users who are looking for the right information. Moreover, the question "Instagram social media account @uniqloindonesia always opens the comment column", on this question there was one person who answered strongly disagree because some people thought that opening the comment column every time could reduce the overall quality of discussion or interaction among users.

Furthermore, the question "Uniqlo products advertised on Instagram are quality products", on this question there was one person who answered strongly disagree because Uniqlo is known for offering clothes at affordable prices, some people think that lower prices can be interpreted as an indication of lower quality. Then question "In addition to buying the products I want, I also look at other products promoted on Uniqlo's Instagram", on the question there was one person who answered disagree because some people were worried that seeing other attractive products could encourage more spending, especially if there was an impulsive urge to buy more items than originally planned.

Moreover, the question "Uniqlo product advertisements on Instagram arouse my desire to buy the product", on this question there was one person who answered disagree because some people had the opinion that the desire to buy that arose from the advertisement was an emotional or impulsive response, and they questioned whether the purchase decision was based on careful consideration. In addition, the question "The caption on the Uniqlo brand advertised on Instagram provides information about the advantages of the product", in this question there was one person who answered strongly disagree because some people have different views on what is considered an advantage or added value in Uniqlo products. Then question "Before buying a product, I communicate with the seller on Uniqlo's Instagram social media account to ask questions about the product they are promoting", in this question there was one person who answered strongly disagree because some consumers prefer a direct shopping experience without involving additional interaction with the seller.

The results of this study are in line with previous research (Mileva and Fauzi, 2018; Khairunnisa, Budiyanti, & Haeruddin, 2022; Qalbi et al, 2024; Anton et al, 2024, & Halija et al, 2024) which states that Social Media Marketing has an influence on purchasing decisions. This research shows satisfactory results. This confirms that social media marketing tends to make purchasing decisions increase. The existence of social media can make it easier for companies to reach areas with very broad coverage. Therefore, the higher the level of social media marketing pursued by a company, it will increase consumer purchasing decisions.

Based on the results of the analysis, it can be assessed that Uniqlo's Instagram social media marketing has an influence on consumer purchasing decisions, although based on the score category itself it is considered good and does not reach the very good stage. Uniqlo's Instagram account itself has a very large number of followers, namely 1.7 million account followers with a considerable amount of engagement, then the quality of product promotion photo and video content is very attractive, innovative, elegant and simple so as to attract the attention of account visitors. Through social media marketing, Uniqlo also offers several promos and product discounts and offers the Shop From Home program through the Uniqlo application and Uniqlo's official website, Uniqlo.com.

3.2.3 Influencer marketing and social media marketing on purchasing decisions

Based on the test results, the calculated F value of 129.644 is much greater than F table of 3.09 (129.644 > 3.09) with a significance level of 0.000 less than 0.05 (0.000 < 0.05). This shows that H3 is accepted.Thus, together the Influencer Marketing (X1) and Social Media Marketing (X2) affect the Purchasing Decision (Y).

Influencer marketing and social media marketing are a combination that can be considered by a company in attracting potential customers in determining their purchasing decisions. Because in this study, both can affect the purchasing decisions of potential consumers. By utilizing social media and working with influencers as a form of e-marketing, it can convey product information thoroughly and can interact directly with potential customers, so that it will create a sense of trust in potential customers to make purchasing decisions for Uniqlo products.

4. CONCLUSION

Influencer marketing has a positive and significant effect on purchasing decisions. The better the ability and the more famous the influencer used in this marketing strategy, the more interested consumers will be in making purchasing decisions on the promoted products. Uniqlo products are expected to be more selective in selecting marketing influencers in order to increase consumer interest in products.

Social media marketing has a positive and significant effect on purchasing decisions. Therefore, the company is expected to increase and improve social media marketing, by further increasing the use of print or electronic media using interesting content and new innovations so that it can make consumers make purchases.

Influencer marketing and social media marketing have a positive and significant effect on purchasing decisions. This indicates that the use of influencers and the use of social media as a marketing strategy used by companies is able to make consumers more likely to make purchases.

DISCLAIMER (ARTIFICIAL INTELLIGENCE)

Author(s) hereby declare that NO generative AI technologies such as Large Language Models (ChatGPT, COPILOT, etc.) and text-to-image generators have been used during the writing or editing of this manuscript.

COMPETING INTERESTS

Author has declared that no competing interests exist.

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