

Social Media Marketing and Its Influence on Online Fashion Purchase Decisions of Generation Z Consumers: A Case Study of Denpasar, Bali

**GDA Wicaksana^{1*}, Ni Kadek Ayu Pradnya Paramitha², Herryanto³, Fabian Bohm⁴,
Jacinto de Oliveira Junior⁵, Agostinho dos Santos Gonçalves⁶, Sebastião Pereira⁷, Tibor
Lovas⁸, Vita Wulansari⁹**

¹Retail Management, Business & Technology Faculty, Institut Desain dan Bisnis Bali,
Indonesia

²Digital Business, Business & Technology Faculty, Institut Desain dan Bisnis Bali, Indonesia

³Five Smile Group, Germany

⁴University of Applied Sciences Darmstadt, Germany

⁵Instituto Superior Cristal, Timor Leste

⁶Instituto Superior Cristal, Timor Leste

⁷Instituto Superior Cristal, Timor Leste

⁸University of Economics Bratislava, Slovakia

⁹Fashion Design, Design Faculty, Institut Desain dan Bisnis Bali, Indonesia

Corresponding Author: dharmmaarya@idbbali.ac.id^{1*}

ABSTRACT

The accelerated advancement of digital technologies has substantially transformed contemporary marketing practices, particularly through the extensive use of social media within the fashion industry. This study investigates the influence of social media marketing on online fashion purchasing decisions among Generation Z consumers in Denpasar, Bali. A quantitative research approach with a correlational design was applied. The sample comprised 39 undergraduate students from the 2024 cohort enrolled in the Digital Business and Retail Management programs in Bali. Data were obtained through a 1–5 Likert-scale questionnaire that had undergone validity and reliability testing. The data analysis techniques included Pearson Product Moment for validity, Cronbach's Alpha for reliability, and simple linear regression analysis. The findings reveal that all research instruments meet the criteria of validity and reliability. The regression results show an R value of 0.998 and an R Square of 0.996, indicating a very strong and statistically significant effect of social media marketing on the online fashion purchasing decisions of Generation Z in Denpasar. Consequently, the alternative hypothesis (Ha) is supported. These results underscore the strategic importance of social media in shaping Generation Z's consumption behavior in the digital fashion sector.

Keywords: social media marketing, purchasing decision, online fashion products, generation Z, digital marketing

INTRODUCTION

Positioning a region as one of the world's most renowned tourist destinations has become a strategic objective for many governments, as tourism plays a crucial role in maintaining national and regional economic stability. In this context, Bali Island represents one of Indonesia's most prominent success stories in global tourism development. Its international reputation was further strengthened when it received the Travelers' Choice Best of the Best 2021 award from TripAdvisor, one of the most influential travel platforms worldwide. This recognition not only reflects Bali's popularity among global tourists but also highlights its competitive advantage as a leading destination in Southeast Asia. Such international

acknowledgment has significantly contributed to increased tourist arrivals, enhanced destination branding, and strengthened investor confidence in the tourism sector. Bali has long been recognized as a major tourism hub, attracting both domestic and international visitors due to its unique combination of natural beauty, cultural richness, social harmony, and distinctive fashion identity. The island offers diverse tourist attractions, including pristine beaches, terraced rice fields, volcanic landscapes, and marine tourism, which collectively form a diverse and sustainable tourism ecosystem. Beyond its physical attractions, Bali's strong cultural identity which is deeply rooted in traditional customs, religious practices, and local wisdom creating a distinctive atmosphere and fashion aesthetic that is difficult to replicate elsewhere. According to CNN Indonesia (2022), Bali's appeal lies not only in its scenic landscapes but also in the preservation of its traditions and the hospitality of its people, which continue to shape unforgettable tourism experiences for visitors.

Bali's success as a world-class tourist destination is inseparable from the integration of culture into daily life. Balinese Hindu traditions, ceremonial practices, artistic expressions, and community-based values are not merely cultural displays for tourism purposes but constitute essential components of social life that naturally enhance the island's appeal. This cultural authenticity provides Bali with a strong competitive position in the global tourism industry, as modern travelers increasingly seek meaningful and experience-based tourism rather than purely recreational travel. Consequently, Bali's tourism development demonstrates a successful model of how cultural preservation and economic growth can coexist in a mutually reinforcing relationship. From an economic perspective, the tourism sector serves as a primary driver of regional development in Bali. Tourism generates employment, stimulates the growth of small and medium enterprises including the fashion industry and contributes significantly to regional and national revenues. International recognition through awards and global media coverage further strengthens Bali's economic potential by expanding market reach and reinforcing its image as a premium destination. However, this rapid growth also presents challenges, particularly in terms of environmental sustainability, cultural commodification, and social inequality. Therefore, maintaining Bali's global status requires not only intensive promotional strategies but also sustainable tourism management that prioritizes environmental conservation, cultural integrity, and community welfare.

Bali's achievement as one of the world's most renowned tourist destinations reflects a successful synergy between natural beauty, cultural preservation, and strategic tourism development. Recognition from international platforms and media affirms Bali's strong global position while simultaneously highlighting the importance of sustainable policies to ensure long-term economic stability and cultural continuity. The balance between global recognition and local wisdom remains the fundamental foundation of Bali's sustainable success in international tourism. Accordingly, the role of social media marketing has become increasingly crucial in the contemporary tourism landscape, particularly in sustaining Bali's position as a globally recognized destination. As previously emphasized, maintaining Bali's global status depends not only on intensive promotional strategies but must also be accompanied by the implementation of sustainable tourism management that prioritizes environmental conservation, cultural integrity, and community welfare. In this context, social media marketing functions not merely as a promotional tool but also as a strategic medium for communicating sustainability values and shaping public perceptions of responsible tourism practices.

The rapid advancement of digital technology and the widespread adoption of social media platforms have transformed how tourism destinations and their associated products, particularly fashion products are marketed and consumed. Social media enables tourism stakeholders, including government agencies, tourism boards, local businesses (including fashion enterprises), and communities, to engage directly with global audiences in real time.

Through visually rich and interactive content, Bali's natural landscapes, cultural heritage, and local wisdom can be effectively showcased while simultaneously promoting messages of environmental awareness and cultural respect. This dual function reinforces the notion that social media marketing is no longer limited to increasing visitor numbers but also plays a critical role in educating tourists and influencing sustainable travel behavior.

Moreover, social media platforms facilitate participatory communication, whereby tourists and local communities contribute to destination imagery through user-generated content. Positive narratives shared by visitors regarding eco-friendly accommodations, community-based tourism, sustainable fashion, and cultural preservation activities can strengthen Bali's sustainable tourism image. In addition, social media marketing provides valuable data and analytical tools that support evidence-based decision-making in tourism management. Engagement metrics, audience responses, and digital trends offer insights into tourist preferences and behavioral patterns. Such information enables policymakers and tourism managers to design targeted strategies that align market demand with sustainability objectives. For instance, campaigns can be directed to promote low-impact tourism activities, off-peak travel, and environmentally friendly transportation, thereby contributing to the reduction of overtourism and environmental pressure.

The integration of social media marketing into Bali's tourism governance framework is essential for achieving a balance between economic growth and sustainable business development. While tourism remains the primary economic driver of Bali, its long-term viability depends on the protection of natural resources, the preservation of cultural values, and the empowerment of local communities. When implemented responsibly, social media marketing can function as a powerful catalyst in aligning these dimensions. It not only enhances Bali's global visibility but also reinforces the ethical foundations of its tourism industry. Therefore, social media marketing should be positioned as a strategic instrument supporting sustainable tourism development rather than merely a promotional tool, ensuring that Bali's global status can be maintained in a resilient and responsible manner. Based on the preceding discussion, the consumption of online products, particularly fashion products among Generation Z have intensified in recent years. Kirana et al. (2025) state that the fashion industry is widely recognized as one of the most dynamic sectors in responding to rapidly changing trends and technological advancements. In the contemporary digital era, social media has emerged as a vital marketing instrument that transforms how fashion brands promote products, construct brand identities, and interact with consumers. Platforms such as Instagram, TikTok, Snapchat, and Pinterest function as virtual storefronts that allow brands to showcase their collections through highly visual and interactive content. These platforms facilitate instant communication between brands and consumers while enabling fashion companies to reach global markets with minimal physical limitations. Consequently, social media has shifted conventional marketing strategies toward more participatory and data-driven practices.

Among digital consumers, Generation Z represents one of the most influential demographic groups shaping today's fashion market. Having been born into a digital environment, this generation exhibits a strong reliance on social media as a primary source of information and inspiration. Generation Z actively utilizes social media platforms to explore fashion trends, identify style inspirations, and observe how fashion items are worn in real-life contexts by influencers, celebrities, and peers. The visual nature of platforms such as Instagram and Pinterest enables them to assess aesthetic appeal, while TikTok provides short-form video content featuring outfit combinations, product reviews, and fashion challenges, further strengthening engagement and trend diffusion. Beyond seeking inspiration, Generation Z also uses social media as a tool for product evaluation and comparison. They frequently compare prices, assess product quality through user-generated reviews, and examine brand credibility

prior to making purchasing decisions. This behavior reflects a shift from reliance on traditional advertising toward peer-based and influencer-driven recommendations. Influencers, in particular, play a significant role in shaping consumer perceptions and preferences by acting as opinion leaders who bridge the gap between brands and digital audiences. Recommendations shared by influencers are often perceived as more authentic and trustworthy, thereby enhancing their persuasive influence on purchasing behavior.

Furthermore, Generation Z is not merely a passive consumer of fashion content; they actively participate in digital conversations surrounding fashion. They engage in online discussions by commenting on posts, sharing experiences, creating content, and disseminating fashion-related narratives within their social networks. This participatory culture enables consumers to collectively construct brand meaning and influence market trends. User-generated content such as product reviews, unboxing videos, and styling tutorials contributes significantly to brand visibility and credibility within the digital ecosystem. However, amid the rapid growth of social media use in fashion business trends, many fashion enterprises continue to rely on in-store shopping schemes to maintain brand credibility, with the intention of avoiding negative public stigma associated with so-called “unreliable” online businesses. Therefore, from a broader perspective, the integration of social media into the fashion industry has created an interactive marketplace that demands not only attractive product offerings but also the development of digital engagement strategies aligned with the values, preferences, and behavioral patterns of Generation Z.

Accordingly, this study focuses on examining the influence of social media marketing on online shopping behavior among Generation Z, considering that social media has become a highly significant marketing platform within the fashion industry, particularly in attracting Gen Z consumers. Through visual storytelling, influencer collaborations, peer interactions, and real-time engagement, social media significantly shapes how fashion trends are formed, interpreted, and adopted. This transformation underscores the growing importance of digital platforms in shaping contemporary consumer behavior and redefining the relationship between brands and their audiences.

METHOD

This study employed a quantitative research approach with a correlational design to examine the relationship and potential influence between two related variables. A correlational method was selected because it allows the researcher to investigate the degree to which variations in one variable are associated with changes in another, without manipulating the research setting. This approach is appropriate for identifying patterns, directions, and strengths of relationships among variables within a natural educational and social context.

The participants of this study were undergraduate students from the 2024 cohort in Bali. The sample consisted of 39 students drawn from two academic programs, namely Digital Business and Retail Management, at several higher education institutions in Bali. These students were selected to represent the population of first-year university students in business-related disciplines within the region. The sample size, although relatively limited, was considered adequate for preliminary correlational and regression analysis and was sufficient to describe the general tendencies within the population under investigation.

Data were collected using a structured questionnaire designed on a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The use of a Likert scale enabled the measurement of respondents' perceptions, attitudes, and levels of agreement with the given statements in a systematic and quantifiable manner. Prior to data collection, the questionnaire instrument underwent a content validity evaluation using the Gregory formula. This process involved two expert validators who assessed the relevance, clarity, and representativeness of each item in relation to the research variables. The results of the expert judgment indicated that

the instrument met the required standards for content validity and was therefore suitable for use in the main data collection phase.

Following the data collection process, statistical analyses were conducted to ensure the quality and reliability of the data. The validity of each questionnaire item was examined using the Pearson Product Moment correlation technique by observing the significance value of the two-tailed (sig. 2-tailed) test. Items with significance values below the accepted threshold were considered valid and retained for further analysis. Meanwhile, the reliability of the instrument was assessed using Cronbach's Alpha coefficient. The reliability test focused on evaluating the internal consistency of the questionnaire, with a significance value and alpha coefficient indicating that the instrument was reliable and consistent for measuring the intended constructs.

After fulfilling the validity and reliability requirements, regression analysis was employed to test the research hypotheses. The regression test was conducted to determine the extent to which the independent variable influenced the dependent variable and to identify the magnitude and direction of the relationship between the two. This analysis provided empirical evidence to support or reject the proposed hypotheses based on statistical significance and regression coefficients. Overall, the methodological procedures adopted in this study ensured that the data were systematically collected, accurately measured, and statistically analyzed to produce valid and reliable findings.

RESULTS AND DISCUSSIONS

This section presents the empirical data obtained from the research, which are systematically organized and displayed in various forms, including descriptive narratives, tables, charts, and figures. The purpose of this section is to provide a comprehensive overview of the research findings derived from the collected data and to address the proposed research hypotheses. The presentation of data is structured to ensure clarity, coherence, and analytical rigor, enabling readers to understand both the quantitative outcomes and their implications within the scope of the study. The data analyzed in this section were gathered through a structured questionnaire distributed to respondents who met the predetermined sampling criteria. The questionnaire was designed to measure two primary variables, namely social media marketing as the independent variable (X) and purchasing decision as the dependent variable (Y). Each variable was operationalized into several measurable indicators, which were assessed using a Likert-scale format to capture respondents' perceptions, attitudes, and behavioral tendencies. The use of this measurement scale allows for a more precise and consistent quantification of subjective opinions, thereby strengthening the reliability of the findings.

The results of the questionnaire responses are first presented through descriptive statistical analysis, which includes measures such as mean scores, frequency distributions, and percentages. These descriptive statistics provide an initial overview of the respondents' general perceptions regarding the role of social media marketing and its influence on their purchasing decisions. Furthermore, visual representations such as tables and graphs are utilized to enhance data readability and facilitate comparative interpretation across different indicators. The integration of visual data presentation also supports transparency and helps to illustrate key patterns and trends identified in the responses. Following the presentation of descriptive results, the data are further analyzed to test the research hypotheses. Inferential statistical techniques are applied to examine the relationship and potential influence between social media marketing and purchasing decisions. This stage of analysis is crucial for determining whether the observed patterns are statistically significant and whether the proposed hypotheses can be accepted or rejected. The findings from the hypothesis testing are interpreted based on established

statistical criteria and are discussed in relation to existing theoretical frameworks and previous empirical studies.

The discussion section elaborates on these findings by providing an in-depth interpretation of the statistical results. It explains how social media marketing strategies such as content quality, interaction, credibility, and promotional appeal contribute to shaping consumers' purchasing decisions. The discussion also highlights the consistency or divergence of the present findings with prior research, thereby situating the study within the broader academic discourse. This analytical approach serves to strengthen the theoretical contribution of the research while offering practical insights for practitioners and marketers. The questionnaire was tested on the research subjects, namely digital business and retail management students. The following are the results of the validity test on the social media marketing variable.

Table 1. Validity of Social Media Marketing

No	Code	Sig	Category
1	X1	0.884**	Valid
2	X2	0.879**	Valid
3	X3	0.856**	Valid
4	X4	0.926**	Valid
5	X5	0.898**	Valid
6	X6	0.638**	Valid
7	X7	0.897**	Valid
8	X8	0.884**	Valid
9	X9	0.879**	Valid
10	X10	0.856**	Valid
11	X11	0.926**	Valid
12	X12	0.898**	Valid
13	X13	0.638**	Valid
14	X14	0.897**	Valid
15	X15	0.879**	Valid
16	X16	0.856**	Valid
17	X17	0.638**	Valid
18	X18	0.926**	Valid

Source: data processed

Based on the data in Table 1, all 18 questions in the social media marketing questionnaire are valid, as indicated by the SPSS data (**), indicating that the statement is valid. The following are the results of the reliability test on the social media marketing questionnaire.

Table 2. Reliability of Social Media Marketing

Cronbach's Alpha Based on		
Cronbach's Alpha	Standardized Items	N of Items
.974	.977	18

Source: Data Processed

Based on the data in Table 2, all 18 questions in the social media marketing questionnaire are reliable, as the SPSS data shows a Cronbach's Alpha value of 0.977, indicating high reliability. The following table shows the validity data for the purchasing decision questionnaire.

Table 3. Validity of Purchase Decision

No	Code	Sig	Category
1	Y1	0.901**	Valid
2	Y2	0.848**	Valid
3	Y3	0.929**	Valid
4	Y4	0.915**	Valid
5	Y5	0.593**	Valid
6	Y6	0.909**	Valid
7	Y7	0.901**	Valid
8	Y8	0.899**	Valid
9	Y9	0.848**	Valid
10	Y10	0.929**	Valid
11	Y11	0.915**	Valid
12	Y12	0.899**	Valid
13	Y13	0.593**	Valid
14	Y14	0.909**	Valid
15	Y15	0.899**	Valid

Source: Data Processed

Based on the data in Table 3, all 15 questions in the purchasing decision questionnaire are valid, as the SPSS data shows a (**) sign indicating that the statement is valid. The following are the results of the reliability test on the purchasing decision questionnaire.

Table 4. Reliability of Purchase Decision

Cronbach's Alpha Based on		
Cronbach's Alpha	Standardized Items	N of Items
.971	.975	15

Source: Data Processed

Based on the data in Table 4, all 15 questions in the purchasing decision questionnaire are reliable, as the SPSS data shows a Cronbach's Alpha value of 0.975, indicating high reliability. After both variables demonstrated valid and reliable results, a regression test was conducted, with the following results:

Table 5. Regression Result

Model Summary^b

Model	R	R Square	Adjusted Square	Std. Error of the Estimate	Change Statistics		Sig.	F	Durbin-Watson
					Change	F Change			
1	.998 ^a	.996	.995	.64416	.996	8370.788	1	37	.000

a. Predictors: (Constant), SMM

b. Dependent Variable: KP

Source: Data Processed

The results of this study indicate that social media marketing has a very strong influence on online fashion product purchasing decisions among Generation Z consumers in Denpasar, Bali. This finding is supported by the results of a regression test, which showed an R value of 0.998 and an R Square of 0.996, indicating that 99.6% of the variation in purchasing decisions can be explained by social media marketing variables, while the remaining 0.4% is influenced by factors outside the research model. A significance value of 0.000 (<0.05) confirms that this influence is statistically significant. Therefore, the alternative hypothesis (H_a) stating that social media marketing influences purchasing decisions is accepted, while H_0 is rejected.

This very high level of influence reflects the strong role of social media as a primary tool for Generation Z in shaping perceptions, interests, and purchasing decisions for fashion products. Generation Z is known as a digital native generation that is very familiar with technology and uses social media as a primary source of information, entertainment, and consumption references. The engaging visual content, creative presentation, relevance to trends, and ease of interaction offered by social media have been proven to attract attention, build trust, and encourage consumer purchasing interest.

The results of the validity and reliability tests for the social media marketing and purchasing decision variables also showed that all indicators were valid and highly reliable, with Cronbach's Alpha values of 0.977 and 0.975, respectively. This indicates that the research instrument used had excellent internal consistency in measuring the constructs studied. Therefore, the results of this study are reliable and accurately represent the empirical conditions.

Furthermore, indicators in the social media marketing variable, such as the visual appeal of the content, creativity, relevance to trends, ease of content sharing, admin response speed, the presence of consumer reviews, interactive activities such as giveaways and live streaming, and the role of influencers, proved to be important factors in driving consumer emotional and rational engagement. The trust formed through these digital interactions then becomes the primary foundation for purchasing decisions.

For the purchasing decision variable, the process stages need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior are also significantly influenced by the presence of social media. Generation Z consumers not only use social media to browse products but also to compare prices, read reviews, assess store reputations, and consider influencer testimonials before making a final decision. In fact, the tendency to purchase viral products indicates that digital trends play a dominant role in shaping consumer behavior.

This research finding aligns with the theory of digital consumer behavior, which states that purchasing decisions in the modern era are no longer solely individual, but are shaped through social interactions, community validation, and the influence of public figures in the

digital space. Social media functions not only as a promotional medium but also as a platform for forming opinions, brand reputation, and product legitimacy.

Therefore, this research confirms that fashion marketing strategies targeting Generation Z must prioritize social media marketing as a central element, not merely a complement. Fashion businesses are required to present authentic, interactive content relevant to Generation Z's values and lifestyles, and to foster ongoing two-way communication. Without effective social media management, brands' competitiveness in the digital market will weaken amidst the increasingly fierce fashion industry competition.

CONCLUSIONS

Based on the research results, it can be concluded that social media marketing has a very significant influence on online fashion purchasing decisions among Generation Z consumers in Denpasar, Bali. This is evidenced by the regression test results, which showed an R-square value of 0.996, indicating that 99.6% of the variation in purchasing decisions is influenced by social media marketing, while the remainder is influenced by factors outside the research variables. Furthermore, a significance value of 0.000 (<0.05) indicates that the alternative hypothesis (H_a) is accepted and the null hypothesis (H_0) is rejected.

The research instrument used also met the requirements for excellent measurement quality. All indicators for the Social Media Marketing and Purchasing Decision variables were declared valid and reliable, with Cronbach's Alpha values of 0.977 and 0.975, respectively, indicating a very high level of reliability. This strengthens the level of confidence in the analysis results.

Empirically, this study confirms that attractive visual content, responsive interactions, account credibility, the presence of influencers, and viral trends on social media have an important role in shaping perceptions, purchasing intentions, and purchasing decisions of Gen Z. As a generation that is very close to digital technology, Gen Z uses social media not only as a means of entertainment, but also as a primary source of information, references, and validation before purchasing fashion products online. Thus, marketing through social media has proven to be a very effective and relevant strategy in reaching the Generation Z market segment.

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