

The Influence of Media Marketing Social to Generation Z Purchase Decisions Through Brand Engagement and Personalization on Brand Planet Surf in City Palopo

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Abstract: Study This aim For analyze the influence of social media marketing to decision purchase consumer Generation Z with role mediation of brand engagement and personalization on Planet Surf Brand in Palopo City in 2025. Research This use approach quantitative with population all over consumer Generation Z in Palopo City who have exposed advertising and doing purchase retail products, both both online and offline. Sample study totaling 100 respondents were determined use technique purposive sampling. Collection data is done through questionnaire structured, whereas data analysis using Structural Equation Modeling based on Partial Least Squares (PLS-SEM) with help device soft SmartPLS 4/3. Research results show that social media marketing influential positive and significant towards brand engagement and personalization, but No influential significant in a way direct to decision purchase. Brand engagement and personalization proven influential positive and significant to decision purchase as well as mediate The influence of social media marketing. Implications study This show that company need emphasize personalization and improvement strategies involvement consumer in activity social media marketing For push decision purchase Generation Z.

Introduction

Development rapid digital technology has change landscape business fundamentally, especially in marketing strategy / (Kotler, 2017). One of the most dynamic arenas in modern marketing is social media, which is now No only functioning as an interpersonal communication platform, but also as a machine driving force decision purchase for various segment consumers, including Generation Z (Gen Z). Gen Z, who were born between mid 1990s to early 2010s, was generation the first one fully digitalized

, growing big with the internet, social media, and mobile devices as part not inseparable from life daily they (Said et al., 2023). Characteristics Gen Z characteristics include high dependence on technology, preference to visual and interactive content, as well as desire strong For express and participate in online community. Phenomenon This create opportunity at a time challenge for brands to adapt and develop effective digital marketing strategies.

Use digital marketing in social media, content interactive has become key For interesting attention and maintain interest consumers, especially Gen Z. Content interactive, such as surveys, quizzes, polls, Instagram Live, TikTok Challenges, or Augmented Reality (AR) filter feature on Instagram, allows consumer For involved in a way active with brand, not only as recipient passive information (Humairoh et al., 2023). Involvement active This produce more experience deep and personal, which in turn can build connection emotional with a brand. For example, a study by Aryasih et al., (2023) shows that content interactive capable increase conversion up to 2 times compared to content static.

Fashion brands like Planet Surf, which targets style urban living and adventure, greatly benefit from content strategy interactive this. They can utilise features like *story polls* for ask preference product new or stage *giveaway* with condition creative participation, so that create buzz and increase *brand awareness* among Gen Z. Another emerging phenomenon in formation decision Gen Z purchases are the role of social media influencers, who have credibility and reach wide audience in a particular niche, act as a digital opinion leader who can influence perception, attitude, and behavior purchase his followers (McNair, 2021).

Gen Z, which tends to skeptical to advertisement traditional, more trust recommendation from individual Which they consider authentic And relevant Wrong the only one depend on influencer recommendations for decision purchases. Influencers can diverse from Instagram celebrities, YouTubers, TikTokers, and micro-influencers who have a high engagement rate in the community small. Collaboration with influencers allows brands to penetrate the Gen Z market more effective, because message marketing delivered through channels that are considered more personal and trusted by the target audience (Bhore & Pandita, 2022).

Influencers don't only functioning as a promotional media, but also as creator content that generates narrative authentic around product or services. They capable create scenario use product Which relevant with style life Gene Z, like review collection clothes Planet Surf's latest in context activity holiday or hang out together friends. Approach This in harmony with Gen Z preferences are looking for experience real And personalization (Adriana & Syaefulloh, 2023). Phenomenon This become very relevant for brand like Planet Surf, which the target market is very accustomed with consumption content from influencers. With choosing the right and aligned influencers with brand value, Planet Surf can building brand engagement and achieving deep personalization, which ultimately influence decision appreciate Gen Z purchases uniqueness and expression self.

Strategy digital marketing through social media has become strategy general, success its implementation in influence decision Gen Z purchases are not always successful, required understanding deep about other factors that influence decision consumer research previously often focus on impact direct digital marketing or social media without in a way explicit explain the mechanisms behind it, especially those related

to with Gen Z consumers (Zhang et al., 2024). Understanding known Gen Z behavior critical, skeptical, and possessive range attention short, in the end decide For buy something product or service. Gap This need research that identifies role variables powerful mediation, such as brand engagement and personalization, which are highly relevant with characteristics of Gen Z (Dewi et al., 2021).

Trends improvement the use of social media also shows significant improvement among Gen Z in Palopo City as one of the city developing in South Sulawesi. Research related how local brands related with communication with Gene Z through digital marketing social media Still limited. Planet Surf, as a fashion brand that carries style surf and skate life, has a strong appeal for Gen Z, so that make it relevant research in research digital influence marketing through media social. Election brand This Also aim For analyze how to use digital marketing strategies for social media, especially related content interactive and influencers, their impact to consumer Gene Z (Raju Adha et al., 2023). Research This expected can give contribution with develop mediation model that integrate digital influence marketing media social (with focus on content interactive And influencer) to decision purchase, through role brand engagement And personalization. Findings study This expected can give recommendation applicable strategy for Planet Surf in Palopo City, as well as brands other Which target Gene Z. Recommendation This can help in designing strategies digital marketing Which more effective, optimize use influencers, as well as create more content relevant and personal.

Connection Marketing Media Social with Brand Engagement

Social media marketing play a role as trigger main For building brand engagement among Generation Z (Pakidi et al., 2026). Research previously has conducted by Hazzam (2022), the results his research show that interactivity, in social media marketing provides positive and significant influence on customer brand engagement. This is also supported by the statement of Gómez et al. (2019), social media facilitates online interactions and engagement as well change method somebody interact with other people, companies, and brands. Where they will use up time more Lots For interact with account social media from brand the with write comment brand favorite them on social media platforms so stimulate involvement with brand said. Because the information in exchange message push *exposure* from customer and attention that drives engagement with the brand (Shareef et al., 2019).

H 1 : Social media marketing has a positive influence on *brand engagement* among Generation Z.

Connection Brand Engagement with Decision Purchase

In a way general, there are positive and significant relationship between Brand Engagement (BE) and Purchase Decision (Y). Engagement Brand functioning as bridge strong emotional and cognitive that ultimately push consumer For take decision buy product or service brand According to Lee et al. (2019), *brand awareness* refers to the way individual look at something brand as well as as far as where are the candidates? consumer capable recognize brand the as part from category product certain. Awareness brand related with level introduction, knowledge, as well as idea about stored products in memory consumers. In general general, a brand it is said own strong position if capable occupy room special in mind consumer through comparison with brands competitors.

H 2 : *Brand engagement* has influence positive on decision purchase Generation Z.

Connection marketing media social with personalization

The Relationship between Social Media Marketing (SMM) and Personalization is close , reciprocal , and synergistic relationship . In Lots framework research , Personalization considered as dimensions or component key from effective Social Media Marketing activities . Kotler and Keller (2016:582) explain that *online and social media marketing* is one of the from eight main models in communication marketing , which includes various activity and digital- based programs designed For involving consumers , both in a way direct and No direct , use increase awareness and image brand , at the same time push sale product or services . Yadav and Rahman (2017:6) group activity social media marketing to in five dimensions , namely *interactivity , trendiness , informativeness , personalization , and word of mouth* . Temporary that , Kim and Ko (2012:12) stated little classification different , including *entertainment , interaction , trendiness , and customization* . Although Instagram occupies position third in We Are Social survey (Riyanto , 2020:58), the growth of this platform since first launched in 2010 was very rapid . In 2013 , the number of Instagram users are estimated has reach one hundred million account with more from four billion uploaded and displayed content (Abbott et al. in Ting et al., 2015:18) .

H 3 : *Personalization* strengthens the impact digital marketing through social media on Generation Z purchasing decisions.

Connection personalization with decision purchase

Connection This based on the principle that when experience shopping or message marketing customized in a way special with needs , preferences , and history consumers , things That create mark a very big plus , encouraging conversion (purchase). On a number of study previously , found results Where Attitude influences in a way positive and significant to implementation feature personalization which influences intention they For buy recommended products , This is show that when consumer own perception positive to personalization system Good in matter accuracy recommendations , relevance products , as well as the convenience offered , they more tend enthusiastic For purchase (Jain et al., 2018). Then obey Nurhayati et al., (2024) showed that attitude Good to feature personalization is factor key in forming user behavioral intentions e- commerce applications .

H 4 : Marketing media social influential positive to decision purchase.

Connection marketing media social with decision purchase

Positive and significant relationship between Social Media Marketing (SMM) and Purchasing Decisions consumers . This means that the more effective and good implementation of SMM by a company , then the more the possibility is also high consumer take decision For buy product or services offered .

Dewi et al. (2021) stated that that *word of mouth* has influence Which positive , strong , and significant to process taking decision purchasing . Kotler and Keller (2016:479) defines *word of mouth* as approach marketing based on experience consumers and ongoing through interaction interpersonal , good in a way oral , written , or using communication media connected electronics with the internet for discuss product or services . *Word of mouth* which is positive capable build trust to quality product as well

as grow encouragement For do purchase and use . Findings study Fauziah et al. (2023) also shows existence influence positive and significant *word of mouth* towards decision purchase . However thus , different results delivered by Larasati and Chasanah (2022) who concluded that *word of mouth* no give influence significant and tend to impact negative to decision purchase .

H 5 : Social media marketing influential positive to decision purchase Generation Z.

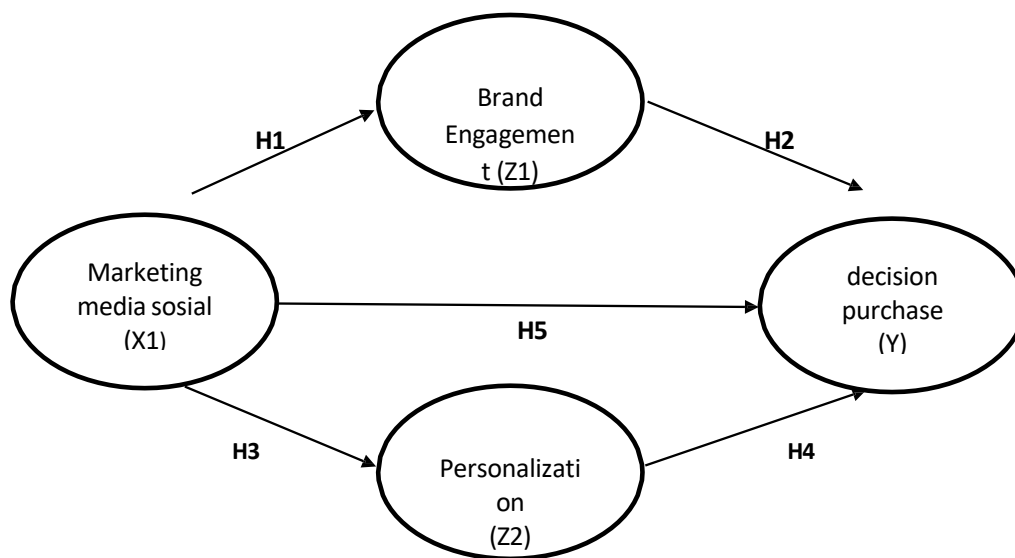


Figure 1. Framework Conceptual

Research Methods

Study this is implemented in Palopo City with focus to consumers Generation Z who do purchase product retail in a way on line and offline. City Palopo chosen Because is center activity economy in the Luwu Raya region with growth sufficient retail sector rapid and dominated by consumers Generation Z. Data collection was conducted in the period from September to November 2025 so that the research own coverage specific time and able represent condition actual in the field . Population study This is all over consumer Generation Z in Palopo City who have exposed advertisement And do purchase product retail. Technique taking sample using non-probability sampling with purposive sampling method , based on criteria age 17–28 year (birth 1997–2012) as well as experience see advertisement or buy retail products . Determination amount sample referring to the formula Sugiyono (2012) with level trust 95% And margin of error 5%, so that obtained 100 respondents . Data collected through observation field and questionnaire structured and compiled based on research variable indicators.

The data analysis technique uses the Structural Equation Modeling (SEM) approach based on Partial Least Squares (PLS) with the help of SmartPLS software, which was chosen because it is able to analyze the relationship between latent variables in a complex manner and does not require... distribution normal data. Data analysis includes analysis descriptive For describe characteristics and perceptions respondents as well as analysis inferential through evaluation of the measurement model (outer model) and the structural model (inner model). Testing done For evaluate validity , reliability , and significance influence between variable , good in a way direct and No directly , through bootstrapping procedure.

Results and Discussion

Testing Validity Convergence

Testing validity This done For measure level eligibility every indicator For describe variables used in instrument . Testing validity use two method namely Outer Loading and Average Variance Extracted or AVE value.

Table 3. *Outer Loadings*

	Brand Engagement_(Z1)	Decision_ (Y)	Marketing Media Social_(X)	Personalization_(Z2)
BE1	0.692			
BE2	0.673			
BE3	0.705			
BE4	0.700			
BE5	0.790			
BE6	0.753			
BE7	0.724			
KP1		0.751		
KP2		0.737		
KP3		0.808		
KP4		0.802		
KP5		0.804		
KP6		0.892		
KP7		0.840		
MMS1			0.788	
MMS2			0.751	
MMS3			0.799	
MMS4			0.854	
PE1				0.772
PE2				0.812
PE3				0.871
PE4				0.890
PE5				0.855

In the figures and tables on can We Look mark loading factor of each variables , required factor loading values is > 0.6. Validity tests conducted show all outer loading value has been in accordance with the requirements Where all mark each indicator variables is at above 0.6 so that can stated that the model is valid. Next , the outer loading test uses AVE value . A variables can is said to be valid when capable explain type

the indicators with Average Variance Extracted (AVE) value of 0.5 or more than the required and expected AVE value is > 0.5 . Validity test results AVE value can seen in the table under This :

Table 4. *Construct Validity AVE*

	Average Variance Extracted (AVE)	Expl
Brand Engagement_(Z1)	0.519	Valid
Decision Purchase_(Y)	0.651	Valid
Marketing Media Social_(X)	0.639	Valid
Personalization_(Z2)	0.708	Valid

Source: Primary Data is Processed (2025)

Testing Reliability Model

This stage aims to measure the consistency of each indicator in explaining the construct of its variable. To determine how consistent each indicator is in explaining the construct of its variable, see the analysis results in the column. composite reliability or Cronbach's alpha set with value ≥ 0.7 . The results of data processing for see mark the can We see the table below:

Table 5. *Construct Reliability*

	Cronbach's Alpha	Composite Reliability	Expl
Brand Engagement_(Z1)	0.845	0.883	Reliable
Decision Purchase_(Y)	0.910	0.928	Reliable
Marketing Media Social_(X)	0.811	0.876	Reliable
Personalization_(Z2)	0.896	0.924	Reliable

Source: Primary Data is Processed (2025)

Based on the results shown in the table said , all variables show mark *Cronbach's Alpha* and *Composite Reliability* which have been fulfil established criteria . With thus , it can concluded that the SEM model used in study This has fulfil aspect reliability . Once the model is declared valid , then done testing connection between variables study .

Bootstrapping

Testing *bootstrapping* is done For get mark coefficient path (*path coefficients*) and test level significance influence variables independent (X) to variables dependent (Y) in frame testing hypothesis research . A variables independent stated influential significant to variables dependent if mark *T-statistic* more big from *t-table* (in study This of 1.983) and the value *P-value* is less from 0.05. Magnitude the influence of each variable shown in the figure and table following.

Table 6. *Direct Effect (T- Test)*

	T Statistics (O/STDEV)	P Values	Explanation
Brand Engagement_(Z1) -> Decision Purchase_(Y)	3,616	0,000	Positive Significant
Marketing Media Social_(X) -> Brand Engagement_(Z1)	14,971	0,000	Positive Significant
Marketing Media Social_(X) - > Decision Purchase_(Y)	0.005	0.996	Positive Not Significant
Marketing Media Social_(X) - > Personalization_(Z2)	16,142	0,000	Positive Significant
Personalization_(Z2) -> Decision Purchase_(Y) (H5)	6,148	0,000	Positive Significant

Source: Primary Data is Processed (2025)

Table 7. *Indirect Effect (T- Test)*

	T Statistics (O/STDEV)	P Values	Explanation
Marketing Media Social_(X) -> Brand Engagement_(Z1) -> Purchase Decision_(Y)	3,480	0.001	Positive Significant
Social Media Marketing_(X) -> Personalization_(Z2) -> Decision Purchase_(Y)	5,505	0,000	Positive Significant

Source: Primary Data is Processed (2025)

Allegedly Social Media Marketing influential Positive and Significant towards Brand Engagement

H1 shows that results analysis *The t-statistic* produces mark *t count* amounting to 14,971 which is more big compared to *t table* of 1,983, with mark *P-value* of 0.000 or more small from limit significance of 0.05. This is indicates that variables social media marketing influential positive and significant to *brand engagement* , so that hypothesis First can stated accepted .

Social Media Marketing has a Positive and Significant Influence on Personalization

H2 shows that results testing *The t-statistic* produces mark *t count* amounting to 16,142 which is more big compared to *t table* of 1,983, with mark *P-value* of 0.000 or be under limit significance 0.05. Findings This show that variables social media marketing own influence positive and significant to *personalization* , so that hypothesis second stated accepted .

Social Media Marketing has a Positive and Significant Influence on Purchasing Decisions

H3 shows that results testing *The t-statistic* produces mark *t count* by 0.005 which is more small compared to *t table* of 1,983, with mark *The p-value* is 0.996 or exceed limit significance 0.05. Findings This indicates that variables social media marketing own influence positive , but No significant to decision purchase . Therefore that , hypothesis third stated rejected .

Brand Engagement has a Positive and Significant Influence on Purchasing Decisions

H4 shows that results testing *The t-statistic* produces mark *t count* by 3,616 which is more big compared to *t table* of 1,983, with mark *P-value* of 0.000 or is at in lower level significance 0.05. Matter This show that variables *brand engagement* is influential positive and significant to decision purchase . With Thus , the hypothesis fourth stated accepted .

Personalization has a positive and significant influence on purchasing decisions.

H5 shows that results testing *The t-statistic* produces mark *t count* by 6,148 which is more big compared to *t table* of 1,983, with mark *P-value* of 0.000 or located in lower level significance 0.05. Findings This indicates that variables *personalization* has an impact positive and significant to decision purchase . Therefore that , hypothesis fifth stated accepted .

Social Media Marketing has a Positive and Significant Influence on Purchasing Decisions through Brand Engagement.

H6 shows that results testing *The t-statistic* produces mark *t count* by 3,480 which is more big compared to *t table* of 1,983, with mark *P-value* of 0.001 or more small from limit significance 0.05. Hal This show that social media marketing influential positive and significant to decision purchase through *brand engagement* , so that hypothesis sixth stated accepted .

Social Media Marketing has a Positive and Significant Influence on Purchasing Decisions through Personalization

H7 shows that results testing *The t-statistic* produces mark *t count* by 5,505 which is more big compared to *t table* of 1,983, with mark *P-value* of 0.000 or located in lower level significance 0.05. Findings This indicates that marketing social media influential positive and significant to decision purchase through *personalization* . With Thus , the hypothesis seventh stated accepted .

Discussion

Influence Marketing Media Social to Brand Engagement

These results indicate that the more interesting and interactive the marketing activities carried out by Planet Surf via social media, the higher the level of consumer engagement, especially Generation Z in Palopo City . Gen Z is known as group Which very near with technology digital, active using social media platforms , as well as responsive to delivery message marketing that is visual, interactive , and personal. Therefore that , social media content that relevant , creative , and consistent capable create experience positive triggers improvement interest , involvement emotional , as well as active consumer participation in the brand.

This positive influence occurs because of social media provide room interaction two direction between brands and consumers . Through feature comment , like, share, story, or short video content , consumers can feel experience direct with brand so that created proximity in a way psychological . Repeated interactions through interesting content is also capable foster a sense of attachment , trust , and belonging to brand . With Thus , Social Media Marketing plays a role important as means formation deeper relationship strong between Planet Surf and Gen Z consumers , which ultimately increases the level of Brand Engagement.

The findings of this study are in line with the results of several previous studies which also show that activity marketing through social media own connection positive with level of consumer brand engagement . Research by Budi Setiawan (2025) shows that Social Media Marketing is capable increase brand engagement significant Because its interactive and informative nature . Other research reveals that SMM elements such as interactivity, trendiness, customization, and e-WOM provide contribution significant to increasing consumer brand engagement (Tiara, 2025). Diana (2024) found that Social Media Marketing Activities are positive influence consumer brand engagement, especially in the segment Generation Z is very active in using social media.

Overall, the findings of this study confirm that Social Media Marketing is factor important in build and improve Brand Engagement among circles consumer young people, especially Generation Z, which is the main target of Planet Surf in Palopo City.

Influence Marketing Media Social towards Personalization

customization or personalization perceived by consumers, particularly Generation Z in Palopo City . can in the form of customized content with preference consumers , recommendations product based interaction previously , promotion special , or interaction direct that feels personal and relevant for consumers . Generation Z tend value a unique and tailored experience with need as well as interest individual , so that a social media strategy is capable serve personal content will increase consumer attachment to the brand.

This positive influence occurs because social media provide various features that enable brand serve relevant and personalized content for every consumers . With utilize interaction data , preferences , or online behavior of consumers , companies can make the right content target so that consumer feel noticed and appreciated . This is push experience positive , improving loyalty , and make consumer more responsive to communication brand , which ultimately strengthening the perception of personalization.

The results of this study are in line with findings a number of study previously among them Xiomara (2020) shows that use of social media as tool marketing allows they give a more personal experience according to needs and preferences consumers , especially among Gen Z. Other research has found that that strategy marketing through social media contribute significant to perception personalization , which then increase loyalty consumers (Nils, 2020). Findings study This confirm that Social Media Marketing is not only functioning For increase involvement consumers , but also able to create a more personal and relevant experience for Generation Z, so that strengthen connection consumer with Planet Surf brand in Palopo City.

Influence Marketing Media Social to Decision Purchase

These findings indicate that although Planet Surf's social media marketing activities provide a slight positive boost to purchasing decisions, this influence is not strong enough or consistent For produce change significant in behavior purchase Gen Z consumers in Palopo City . This can happen Because content marketing delivered through social media Possible only build awareness or interest early , but No Enough influence stage end of the retrieval process decisions , such as belief For buying or the actual act of purchasing.

Influence Which No significant This this can also caused by by a number of factor such as : Gen Z consumers who are more critical and not easy influenced only through social media content ; decisions more purchases influenced by other factors such as price

, quality , needs actual , recommendations friends , or experience direct with products ; and possibility that social media more play a role in building engagement and personalization , not in a way directly on behavior purchase . Social Media Marketing may functioning as an initial stimulus , but Not yet capable become determinant main factor in consumer purchasing decisions.

The results of this study align with several previous studies that found that marketing activities on social media do not always have a direct impact on purchasing decisions, but often require the role of intermediaries such as engagement or trust . Wizar (2022) found that social media marketing does not influential direct on the purchase decision, but own influence significant If mediated by brand engagement. Some other studies also found that social media marketing is not influential direct to decision purchase (Raqil, 2021; Chen, 2022).

Overall, these results confirm that although Social Media Marketing can increase interactions and relationships beginning with consumers , variables This No necessarily determine decision purchase in a way direct . Other channels such as brand engagement and personalization are more play a role in change social media influence become action purchase real in Gen Z consumers in Palopo City .

Influence Brand Engagement to Decision Purchase

Results this shows that the more tall level attachment (engagement) consumer to Planet Surf brand , increasingly big possibility they For do decision purchase . Engagement consumer reflect existence attachment emotional , caring , trust , and connection psychological to brand . When consumers feel involved with content brand , active interact on social media , or feel near in a way emotional , things the can generate a sense of trust and preference that ultimately drives purchasing action

This significant influence can occur because brand engagement plays an important role in retrieval process decisions , especially for Generation Z tends to choose product No only based on function , but also proximity emotional with brand . High engagement rate make consumer feel become part from community brand , giving experience positive that strengthens intentions and decisions purchases . Intensive digital interactions , engaging content , and experience consistent branding can increase belief consumers and make they more Certain to purchase Planet Surf products.

Results study This in line with a number of study the previous one state that brand engagement is one of the predictor strong to decision purchase . High brand engagement in general significant increase purchase intention and decision purchase consumers (Lin, 2023). Other results also show that consumer engagement on social media can push decision purchase , especially in groups age young such as Gen Z (Scumant , 2024). Research This confirm that brand engagement has influence significant on purchase intention and become Key factors that drive purchases.

Based on these results and several previous studies, it can be concluded that brand engagement is an important and effective factor in driving purchasing decisions for Planet Surf consumers in Palopo City. The greater the consumer's engagement with the brand , the greater strong trend they For trust and choose products offered so that in the end increase decision purchase .

Influence Personalization to Decision Purchase

These results show that the higher the level of personalization of marketing strategies implemented by Planet Surf through social media, such as content adjustments, product

recommendations, and marketing communication methods that are tailored to the characteristics and preferences of consumers. audience, then the more the possibility is also high Gen Z consumers for do decision purchase. Personalization delivers perception that the brand understands needs, interests, and styles consumer life, so that foster a sense of relevance and closeness emotional in the end directly influence purchasing decisions.

Personalization is one of the main determinants of consumer behavior in the digital era. Personalization not only acts as a marketing strategy that provides ... mark add, but also create individual experiences that enhance trust, perception relevance, as well as perceived value of something product. For Gen Z who born in environment digital, expectations to more and more personal experiences high, because they used to with digital ecosystem that uses algorithm For personalize content, such as recommendations on Instagram, TikTok, Shopee, and YouTube. With thus, personalization become factor important in the process of taking decision they and not Again just feature addition to marketing communication strategy.

The results of this study are in line with the results of Aydin's (2023) research which shows that content personalization motivation has a significant influence on attitude consumers, trust towards digital retailers, as well as intention purchase online. Personalization create connection more psychological strong between consumers and brands, especially when consumer feel that the content they Look relevant with needs and preferences. In addition that, Khan et al. (2024) found that personalized marketing has very strong correlation with purchase intention and brand loyalty, because consumer feel more valued when message marketing received in accordance with interests and characteristics personal they. Personalization is possible strengthen No only decision purchase moment, but also a relationship term long relationship between consumers and brands.

Findings This Also in line with study Rahmawati et al. (2023) find that Digital personalization has a positive and significant impact on purchasing decisions among Gen Z, especially when consumers receive product recommendations that match their lifestyle and interests. Overall, the results study This give implications that personalization is element key in build experience users who effective, relevant, and oriented on the decision purchasing. Ability in understand behavior audience based on digital data, Planet Surf can create communication more marketing appropriate targets and impacts significant impact on consumer purchasing decisions.

The Influence of Social Media Marketing on Purchasing Decisions through Brand Engagement

Findings This show that increasingly optimal, interactive and high quality activity social media marketing run by Planet Surf, then the more strong *brand engagement* that is formed in consumers Generation Z, which ultimately push improvement decision purchase.

Social media marketing as a stimulus can awaken involvement consumer when content presented own mark entertainment, interactivity, value information (informativeness), and relevance (relevance) for audience. Gen Z as digital natives is group very responsive consumers to visual content, real-time interactions, and authentic communication. When engagement is established, consumers own attachment emotional And cognitive Which more strong towards the brand so that push

behavior purchase.

Research result This Still in line with a number of research that states that social media marketing own influence No direct towards purchase decisions through brand engagement. Hollebeek et al. (2014) state that brand engagement is an important mediator in predict behavior purchase because engagement increases interest , attention , and connectedness consumer towards the brand. Godey et al. (2016) also found that activity marketing on social media , in particular aspects of entertainment, customization, and interaction, provide impact significant towards brand engagement which in turn increase purchase intention and purchase behavior.

Temporary that , Barger et al.'s (2016) research suggests that social media plays a role as catalyst , in where quality content And interactivity increase connection emotional between consumer with the brand so in the end influence decision purchase . Consistency findings research the strengthen results study This that brand engagement plays a role as mechanism psychological important in connect social media influence to behavior purchasing . Social media marketing strategy No only functioning as tool promotion , but also as means For build attachment emotional and enhancing decision purchase consumer in a way sustainable.

The Influence of Social Media Marketing on Purchasing Decisions through Personalization

Marketing strategies implemented through social media in a way effective increase trend consumer For buying . Social media marketing success No solely on frequency or the intensity of posting, but rather the extent to which messages and content are presented felt relevant and personal to the audience.

This result support literature that emphasizes importance personalization in digital marketing . Zed & Sellina (2025) found personalization (customization) and consumer trust in a way significant increase purchase intentions in context of social media marketing. Research Febriana (2025) also found implementation of hyper personalization in e-commerce platforms (for Gen Z consumers) is proven strengthen behavioral intention and ultimately influence purchase behavior.

Personalization play a role as bridging mechanism the influence of social media marketing on decision purchase . This means that social media marketing (as a stimulus) does not necessarily push purchase , but rather through track psychological where consumers respond to preference individual , and perception that the brand understands need they . Mechanism This relevant with behavioral models modern consumers , where digital interactions and personalization form perception values , beliefs , and intentions buy (Zed & Sellina , 2025).

Conclusion

Based on the results of statistical analysis of the seven proposed hypotheses, this study shows that social media marketing has a significant role in shaping brand engagement and personalization among Gen Z consumers of Planet Surf Brand in Palopo City . Social media content that is interesting , interactive , and relevant with Gen Z trends are proven capable increase involvement consumer as well as create a more personal experience through appropriate communication and recommendations preference audience . However thus , social media marketing No influential significant in a way direct to decision purchase , which indicates that social media No Work as trigger purchase in a way instant , but rather need

role of variables psychological as a connector. Furthermore, the research results show that brand engagement and personalization have a positive and significant influence on purchasing decisions. The higher the engagement, the better. consumer with brand as well as the more strong perception that brand understand needs and preferences they , then the more big trend consumer For do purchase . In addition that , marketing social media proven influential positive and significant to decision purchase through brand engagement and personalization as variables mediation , with personalization showing role more mediation strong . Findings This indicates that Gen Z consumers are more responsive to the experience that personal compared to just interaction general on social media , so that the marketing strategy emphasizes personalization content and experience consumer become key in push decision purchase .

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