

## The influence of Electronic Word of Mouth (E-WOM) and Influencer Marketing on Garuda Indonesia Airline Ticket Purchase Intention through Generation Z Behavior

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**Abstract:** This study examines the influence of electronic word of mouth (E-WOM) and influencer marketing on purchase intention for Garuda Indonesia airline tickets, with Generation Z (Gen Z) behavior as an intervening variable. Using a quantitative explanatory approach, data were collected through online questionnaires from 160 Gen Z respondents and analyzed with SmartPLS 4. The results show that both E-WOM and influencer marketing significantly affect purchase intention directly. E-WOM does not significantly affect Gen Z behavior and therefore does not mediate purchase intention, while influencer marketing significantly affects Gen Z behavior and strengthens its indirect effect on purchase intention. These findings suggest that influencer marketing is more effective than E-WOM in shaping Gen Z purchasing decisions. Airlines are advised to prioritize influencer collaborations and create narratives relevant to the Gen Z segment, while consumer reviews can still serve as a supporting factor.

**Keywords:** *E-WOM, Generation Z, purchase intention, influencer marketing, Garuda Indonesia.*

### 1. Introduction

In the era of globalization, the aviation industry is experiencing quite rapid development in various aspects. One important aspect of air transportation that is experiencing progress is airlines (Nurkarimah, n.d.). According to UU Number 1 of 2009 concerning Aviation, an “Air Transport Business Entity” is a business organization primarily engaged in operating aircraft to carry traveler, goods, or mail in exchange for payment. This can be a state-owned, a regional venture, or an Indonesian corporation established as a limited liability company or cooperative. In this way, it can be seen that the aviation industry and airlines have a strong relationship with each other. The airline industry in Indonesia is currently facing very tight competition. However, Garuda Indonesia has succeeded in establishing itself as one of the most popular airlines. PT Garuda Indonesia (Persero) Tbk, among the and overseas flights provided with comprehensive service airline model (Fitriyanti et al., 2022). This achievement cannot be separated from superior service quality, as shown through research data presented in the following figure:



**Figure 1.** Jakpat chart

Source: <https://jakpat.net/info/top-7-maskapai-penerbangan-indonesia/>

Garuda Indonesia is one of the most popular airlines in Indonesia, with a preference rating of 74.7% based on a survey conducted by JakPat in November 2022. Its popularity stems not only from service quality and reputation but also from positive social media reviews. To date, the company has earned numerous accolades and a positive image within the domestic market (Indrayudi et al., 2020). According to the 2022 Official Airline Guide (OAG), Garuda recorded a 95.63% On-Time Performance and only 0.61% cancellations, reinforcing consumer trust in safety and comfort. These airlines must consistently monitor and maintain accuracy in flight operations, staff awareness, service quality, as well as the implementation of protection measures for a allegiance to improving elements of 'Operational Security', hence that the air carrier can operate dependably, scheduled and smoothly (Arifah Azizah Liling et al., 2020). In recent years, Garuda Indonesia has faced new challenges with evolution of information and communication technology, which has profoundly changed business-customer relationships (Eka Hartati et al., 2024). This development has caused changes especially in marketing strategies, especially through influencer marketing and electronic word of mouth (E-WOM) marketing. Digital media users, especially social media, continue to show a significant increase from year to year with various motivations for use (Muhammad Adnan Faidh et al., 2024a). According to Francis and Fernanda on Journal Zis et al (2021), generation Z, comprising individuals whose birth years range from 1995 to 2010, is widely regarded as the first cohort to grow up fully immersed in the digital environment. Generation Z, commonly known as the digital-native cohort, has superior abilities in using technology and utilizing social media effectively (Rumondang Banjarnahor & Hamidah Sari, 2023). From an early age, they have been exposed to the internet and smartphones. According to Wirokarto on journal Fathul Mubarak et al. (2024), Gen Z is more influenced by online communication and social media in relation to marketing research and public relations through online promotional media. Considering this phenomenon, they started using E-WOM as their main marketing strategy. In contrast to traditional word of mouth, E-WOM is able to reach more people in a shorter time, thus becoming an important element throughout the consumer decision making process (Sitanggang et al., 2023). E-WOM contributes to mitigating consumers' perceived risks and uncertainties by providing accessible information regarding the quality of a company's products and services (An & Alvia, 2022). Previous studies show that positive E-WOM can

increase consumer interest in purchasing goods or services (Annastasya, 2022). Within the aviation sector, electronic word of mouth (E-WOM) facilitates prospective passengers in evaluating and selecting the most suitable airline (Zaki Akbar et al., 2021). Inventions research from Sari et al., (2021) in line with what happened at Garuda Indonesia, an increase in the number of passengers is correlated with positive E-WOM. Related to Fadillah et al. (2020), the proliferation of social media has supported the growth of E-WOM, which has subsequently been adopted by numerous entities as a strategic marketing instrument. Apart from E – WOM, they started using influencer marketing as a marketing strategy to reach Generation Z by utilizing the credibility of influencers who have significant social media followers promoting Garuda Indonesia flight services. According to M. Sari et al. (2024) most of influencer audiens showing their behavior or similar interest with the influencer contents made. According to publications data by Kompas.com (2020), some of famous influencer like Raffi Ahmad and Atta Halilintar has collaborated with Garuda Indonesia in an effort to improve the image and attractiveness of this airline among the public. Apart from that, according to publications information by CNN Indonesia (2021), In 2021, the Ministry of Tourism and Creative Economy under Sandiaga Uno direction will also support the promotion of the national aviation industry by collaborating with various public figures and influencers to increase domestic tourism. Smith and Johnson have noted that investigating the emerging trends of social media influencers in the airline sector is highly relevant, particularly with regard to defining consumer social media, influencing travel decisions, and building strategic partnerships with airlines (Chatty, 2024).

Although E-WOM and influencer marketing have been studied separately, little research addresses their interaction in shaping Gen Z's purchase intention for Garuda Indonesia airline tickets, despite the potential synergy between the two. Purchase Intention is the consumer's readiness or desire to purchase a product or service (Isnani Oktavia Rahmah Ali et al., 2021). Furthermore, there is a few research that specifically examines the context of the aviation industry in Indonesia, especially those related to Garuda Indonesia. Based on the description of the context and problems that have been explained, the researcher was interested in choosing the research title "The influence of Electronic Word of Mouth (E-WOM) and Influencer Marketing on Garuda Indonesia Airline Ticket Purchase Intention through Generation Z Behavior".

This study addresses the problem of whether E-WOM and influencer marketing influence purchase intention for Garuda Indonesia tickets directly or through Generation Z behavior as a mediating factor. The objectives are to examine both the direct and indirect effects of these digital marketing strategies and to analyze the role of Generation Z behavior in shaping consumer decision-making. The findings are expected to contribute theoretically by enriching digital marketing literature in the aviation sector and practically by providing recommendations for Garuda Indonesia to optimize influencer collaboration and E-WOM strategies in order to strengthen purchase intention among Generation Z consumers.

## **2. Literature review**

### **2.1 *Electronic Word of Mouth***

Electronic Word of Mouth is an expression that is often uttered by consumers, whether they are habitually using, potentially using, or using a specified product or service (Ni Made Dwi Apriastuti et al., 2022). As shown by Sinaga and Sulistiono in the journal (Amanda & Baskara, n.d.), e-WOM increases the availability of information about brands and increases

public interest, thereby increasing purchasing interest in obtaining the goods. Prasad et al. (2020) identify E-WOM indicators as product value, recommendation, reliance on online reviews, and purchase intention from positive information.

## 2.2 Generation Z Behaviour

Generation Z represents the first cohort to have been raised entirely within a digital environment. Since childhood, they have been familiar with technology and social media, such influence can shape the responses of their followers and contribute to enhancing brand sales. (Muhammad Adnan Faidh et al., 2024b). According to Fatiha 'alya et al. (2024), Gen Z behavior can be characterized by four aspects: adaptability to technology, preference for work–life balance, independence and entrepreneurial mindset, and strong social and environmental concern.

## 2.3 Influencer Marketing

Influencer marketing is a marketing strategy that utilizes public figures or figures who have many followers on social media. This may sway their followers and help increase brand sales. According to Shimp on journal Lie & Sitinjak, (2024), influencer marketing can be measured using the TEARS model, which consists of trustworthiness, expertise, attractiveness, respect, and similarity.

## 2.4 Purchase Intention

Masato & Sopiah (2021) explains that purchase intention denotes a signal coming from consumers themselves that encourages them to obtain a product. It's not just about feeling “this product is interesting”, but also includes things like giving advice to others, recommending products, comparing several options, and then finally making a decision to buy. Peña-García et al., (2020) provides a more detailed picture of what is included in purchase intent. According to them, purchase intention can be seen from the desire to own something, the estimate that they will buy it in the near future, and the readiness to make a purchase right away.

## 2.5 Research Concept Framework

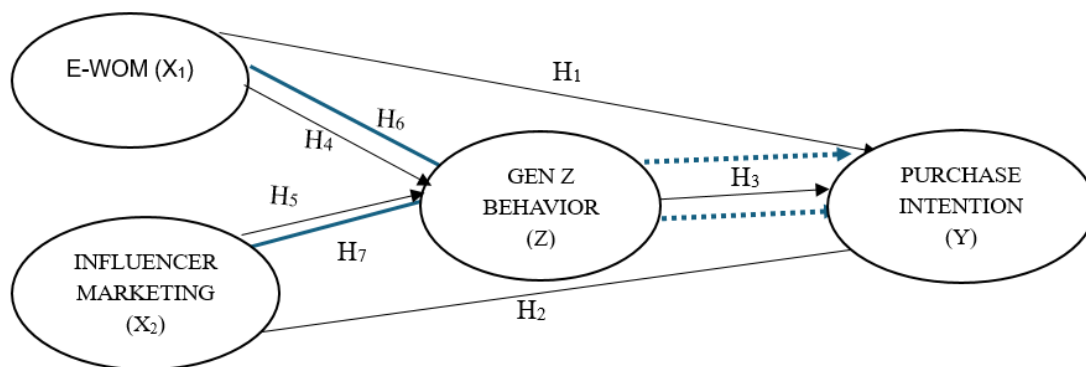


Figure 2. Research model

## 2.6 Research Hypothesis

**H1.** *Contributes positively to e-WOM on Purchase Intention for Garuda Indonesia tickets.*

Previous studies have confirmed that E-WOM significantly influences consumer purchase intention, where positive online reviews can increase trust and encourage purchasing behavior (Chairy et al., 2021; Magdalena fountain, 2025; Yonita & Budiono, 2020).

**H2.** *Exerts a beneficial impact on Influencer Marketing on Purchase Intention for Garuda Indonesia tickets.*

The use of digital marketing, particularly influencer marketing, has become a popular sales strategy alongside the rapid development of digital technology (Pan et al., 2024; M. Sari et al., 2024; Zhao et al., 2024). The effectiveness of social media strategies depends on content–influencer fit, follower traits, and content type, shaping consumer attitudes and behavior.

**H3.** *There is a positive influence from Gen Z Behavior on Purchase Intention for Garuda Indonesia ticket.*

Generation Z, born since 1995 and recognized as digital natives due to their familiarity with technology, has been shown to be more responsive to personalized and relevant brand approaches. These digital strategies foster a sense of comfort and trust, ultimately strengthening their purchase intention toward products and services. (Chardonnens, 2025; Jayatissa, 2023; Nur & Akhsariah, 2025)

**H4.** *There is a positive influence of E-WOM on Gen Z behavior.*

Journals supporting this hypothesis reveal that the emotional elements in e-WOM, such as a sense of attachment and trust, have a positive impact on Generation Z's purchasing behavior. (Martiyanti & Rahmayana, 2024; Natalia & Aprillia, 2025; Ngo et al., 2024)

**H5.** *There is a positive influence of Influencer Marketing on Gen Z behavior.*

Influencer marketing significantly influences Gen Z purchasing behavior through factors of authenticity, cultural relevance, platform relevance, influencer credibility, and emotional engagement. (Chiu & Ho, 2023; Putri & Dermawan, 2023; Wijaya et al., 2024)

**H6.** *There is a positive influence from e-WOM mediated by Gen Z Behavior to Purchase Intention for Garuda Indonesia tickets.*

The research findings indicate that e-WOM has a positive influence on Purchase Intention through the mediation of Generation Z behavior, particularly through perceived quality and brand awareness. This supports the hypothesis that e-WOM, when mediated by Gen Z behavior, plays a significant role in enhancing the purchase intention of Garuda Indonesia's flight tickets. (Arif, 2019; Martiyanti & Rahmayana, 2024; Pahaganas et al., 2025)

**H7.** *Influencer Marketing positively impacts and mediated by Gen Z Behavior on Purchase Intention for Garuda Indonesia tickets.*

Previous studies have suggested that selecting the right influencer can build an authentic brand image and attract Generation Z to make purchases. Accordingly, Garuda Indonesia's strategy of collaborating with young influencers plays a crucial role in increasing consumers' purchase intention toward its services (Alawad, 2024; Handranata & Kalila, 2025; Pan et al., 2024)

### 3. Research method

#### 3.1 Research Design

This research adopts a quantitative methodology along with explanatory research techniques. This strategy is used to test the influence of the independent variables, namely Electronic Word of Mouth (E-WOM) and Influencer Marketing on the dependent variable, namely Purchase Intention for Garuda Indonesia Airplane Tickets through Gen Z Behavior. This research focuses on causality by collecting data through surveys using structured questionnaires.

#### 3.2 Population and Sample

**Population:** Population consists of the entire group that will be studied in the research. The study population consists of Generation Z in Indonesia who actively use social media and have been exposed to influencer content promoting Garuda Indonesia plane tickets.

**Sample:** This study employed purposive sampling with the following criteria: Generation Z respondents aged 18–27 years, active social media users (Instagram, TikTok, or YouTube), and having been exposed to influencer marketing related to Garuda Indonesia. Referring to Hair et al. (2010) in Rahayu & Hasanah (2020), the recommended sample size for SEM-PLS is 5–10 times the number of indicators, with an ideal range of 100–200 respondents. With 16 indicators, the minimum required sample is 160 respondents, which was achieved in this study.

#### 3.3 Data Analysis

Using SmartPLS 4, including: reliability testing, validity testing and hypothesis testing.

### 4. Result and Discussion

This study examines Gen Z's interest in purchasing Garuda Indonesia tickets, focusing on the roles of E-WOM and influencer marketing as key factors, with Gen Z behavior tested as a mediating variable. To provide a clearer context for the analysis, the demographic profile of respondents is presented in the following table 1.

**Tabel 1.** Respondent demographic profile

| Category                             | Sample | Presentation |
|--------------------------------------|--------|--------------|
| <b>Gender</b>                        |        |              |
| <b>Men</b>                           | 73     | <b>46%</b>   |
| <b>Woman</b>                         | 87     | <b>54%</b>   |
| <b>Age</b>                           |        |              |
| <b>17-20</b>                         | 30     | <b>19%</b>   |
| <b>21-24</b>                         | 78     | <b>49%</b>   |
| <b>25-28</b>                         | 52     | <b>33%</b>   |
| <b>Frequency of Internet Use</b>     |        |              |
| <b>Every day</b>                     | 112    | <b>70%</b>   |
| <b>Several times a week</b>          | 24     | <b>15%</b>   |
| <b>Several times a month</b>         | 16     | <b>10%</b>   |
| <b>Infrequently.</b>                 | 8      | <b>5%</b>    |
| <b>Frequency of Social Media Use</b> |        |              |

|                           |    |     |
|---------------------------|----|-----|
| More than 5 hours per day | 61 | 38% |
| 3-5 hours per day         | 83 | 52% |
| 1-3 hours per day         | 8  | 5%  |
| Less than 1 hour per day  | 8  | 5%  |

*Source: Primary data, processed by the author (2025)*

Table 1 shows that 54% of respondents are female and 46% are male. Most participants are aged 21–24 (49%), followed by 25–28 (33%) and 17–20 (19%). A large majority (70%) use the internet daily, while the rest access it less frequently. In terms of social media, 52% spend 3–5 hours per day, 38% more than 5 hours, and only 10% less than 3 hours.

#### 4.1 Validitas Test

**Table 2.** Data processing results

| Variables                                   | Indicator      | Loading Factor | Validity Status |
|---------------------------------------------|----------------|----------------|-----------------|
| <b>E-WOM (X<sub>1</sub>)</b>                | X1.1           | 0.865          | Valid           |
|                                             | X1.2           | 0.808          | Valid           |
|                                             | X1.3           | 0.807          | Valid           |
|                                             | X1.4           | 0.831          | Valid           |
| <b>INFLUENCER MARKETING (X<sub>2</sub>)</b> | X2.1           | 0.759          | Valid           |
|                                             | X2.2           | 0.770          | Valid           |
|                                             | X2.3           | 0.779          | Valid           |
|                                             | X2.4           | 0.772          | Valid           |
|                                             | X2.5           | 0.805          | Valid           |
| <b>GEN BEHAVIOR (Z)</b>                     | Z.1            | 0.821          | Valid           |
|                                             | Z.2            | 0.830          | Valid           |
|                                             | Z.3            | 0.870          | Valid           |
|                                             | Z.4            | 0.823          | Valid           |
| <b>PURCHASE INTENTION (Y)</b>               | Y <sub>1</sub> | 0.885          | Valid           |
|                                             | Y <sub>2</sub> | 0.883          | Valid           |
|                                             | Y <sub>3</sub> | <b>0.891</b>   | Valid           |

*Source: Data processing by the author with SmartPLS 4, 2025*

Based on the SmartPLS analysis (Table 2), all indicators recorded outer loading values above 0.70, ranging from 0.759 to 0.891. These results confirm that all indicators meet the convergent validity criteria and are valid for measuring the four research variables.

**Table 3.** Average Variance Extracted (AVE) value

|                              | AVE          | Validity Status |
|------------------------------|--------------|-----------------|
| <b>E-WOM (X<sub>1</sub>)</b> | 0.686        | Valid           |
| <b>IM (X<sub>2</sub>)</b>    | 0.604        | Valid           |
| <b>PI (Y)</b>                | 0.786        | Valid           |
| <b>GZB (Z)</b>               | <b>0.699</b> | Valid           |

*Source: Data processing by the author with SmartPLS 4, 2025*

According to Hair, Ringle, and Sarstedt pada journal Rahmatullah & Nugraha, (2022), An AVE value of more than 0.5 indicates that the construct provides an explanation for 50% or more of the variation in the items. In table 3, the Average Variance Extracted (AVE) results indicate that all constructs satisfy the convergent validity criteria, as each AVE value exceeds 0.50.

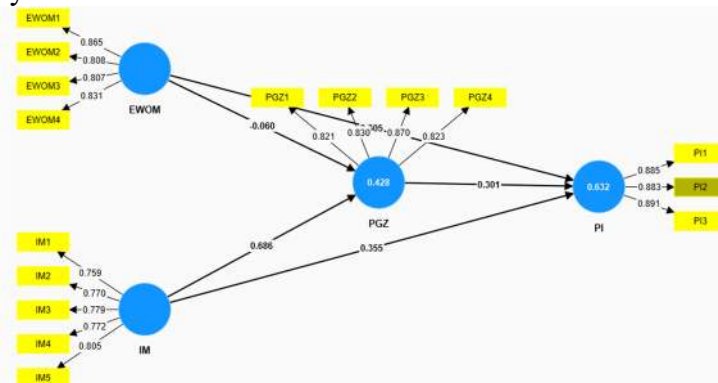
#### 4.2 Reliability Test

**Table 4.** Reliability test result

|                   | Cronbach's alpha | Composite reliability(rho_a) | Reability Status |
|-------------------|------------------|------------------------------|------------------|
| <b>E-Wom (X1)</b> | 0.847            | 0.855                        | <b>Reliable</b>  |
| <b>IM (X2)</b>    | 0.836            | 0.836                        | <b>Reliable</b>  |
| <b>PI (Y)</b>     | 0.864            | 0.864                        | <b>Reliable</b>  |
| <b>GZB (Z)</b>    | 0.856            | 0.860                        | <b>Reliable</b>  |

Source: Data processing by the author with SmartPLS 4, 2025

An indicator is deemed reliable when its composite reliability surpasses 0.7 and its Cronbach's alpha exceeds 0.6. Referring to as shown in the table above, it is apparent that composite reliability shown it value above 0.7. Accordingly, all variables fulfill the reliability criteria, and a Cronbach's alpha value above 0.6 signifies that the variables are regarded as highly reliable.



**Figure 3.** Factor loading test

Source : Data processing by the author with SmartPLS 4, 2025

#### 4.3 Inner Model

##### 4.3.1 R-Square

The inner model assessment was performed to examine the structural relationships among constructs, the level of significance, and the explanatory power reflected by the R-square values. In SmartPLS, this procedure involves evaluating the R-square of each dependent latent variable along with the significance of structural path coefficients. The results of the R-square estimation are presented in Table 6. According to Ghozali on journal Saragih & Siregar (2025), characteristics for *R-Square* are :

- R-Square 0,67 = Strong
- R-Square 0,33 = Moderate
- R-Square 0,19 = weak

**Table 5. R-SQUARE**

|          | R-SQUARE | R-SQUARE ADJUSTED |
|----------|----------|-------------------|
| <b>Y</b> | 0.632    | 0.625             |
| <b>Z</b> | 0.428    | 0.421             |

*Source: Data processing by the author with SmartPLS 4, 2025*

Based on SmartPLS 4 analysis, the R-square for variable Y is 0.632, indicating that 63.2% of its variance is explained by the independent variables, with the adjusted R-square at 0.625. For variable Z, the R-square is 0.428, meaning 42.8% of its variance is explained, while the adjusted R-square is 0.421.

#### 4.4 Hypothesis Test

Hypotheses are examined through bootstrapping the path coefficient test found in Smart PLS 4.0. The conditions that need to be met to carry out the test are a t-test exceeding than 1.96 and a p value <0.05 so that it can be considered significant or accepted.

**Table 6. Hypothesis test result**

|                | Hipotesis                                                                               | T-statistic | P value | Decision |
|----------------|-----------------------------------------------------------------------------------------|-------------|---------|----------|
| H <sub>1</sub> | E-WOM (X <sub>1</sub> ) - <i>Purchase Intention</i> (Y)                                 | 3.200       | 0.001   | Accepted |
| H <sub>2</sub> | <i>Influencer Marketing</i> (X <sub>2</sub> ) - <i>Purchase Intention</i> (Y)           | 3.224       | 0.001   | Accepted |
| H <sub>3</sub> | Gen Z <i>Behavior</i> (Z) – <i>Purchase Intention</i> (Y)                               | 2.786       | 0.005   | Accepted |
| H <sub>4</sub> | E-WOM (X <sub>1</sub> ) - Gen Z <i>Behavior</i> (Z)                                     | 0.740       | 0.459   | Rejected |
| H <sub>5</sub> | <i>Influencer Marketing</i> (X <sub>2</sub> ) - Gen Z <i>Behavior</i> (Z)               | 8.870       | 0.000   | Accepted |
| H <sub>6</sub> | E-WOM(X <sub>1</sub> ) – Gen Z <i>Behaviour</i> (Z) – <i>Purchase Intention</i> (Y)     | 0.621       | 0.535   | Rejected |
| H <sub>7</sub> | <i>Influencer Marketing</i> – Gen Z <i>Behavior</i> (Z) – <i>Purchase Intention</i> (Y) | 2.476       | 0.013   | Accepted |

*Source: Data processing by the author with SmartPLS 4, 2025*

Referring to Table 6, the analysis of the first hypothesis (H1) shows that Electronic Word of Mouth (E-WOM) has a positive and significant effect on purchase intention. This finding is consistent with previous research (Ruth Deborah Sinurat et al., 2023), which confirmed that E-WOM strengthens consumer interest in purchasing, particularly among Garuda Indonesia users. Positive reviews, testimonials, and recommendations from other users provide insights that increase consumers' intention to use Garuda Indonesia services. However, Riansyah et al. (2024) found that this effect was not significant, while Le (2023) emphasized that credibility and quantity of e-WOM can strengthen Gen Z's purchase intention.

The test results confirm that hypothesis two (H2) is accepted, showing that satisfaction from influencer marketing positively and significantly affects purchase intention. The more convincing influencers are in sharing flight experiences, the stronger Gen Z's intention to buy Garuda Indonesia tickets. These findings align with Maqāsid et al (2023), highlighting satisfaction as a key driver of purchase decisions. However, Amalia & Nurlinda (2022) found that influencer marketing does not directly affect purchase intention, suggesting its impact depends on the authenticity and relevance of the content.

Aftermath for the third hypothesis test (H3) reveal this hypothesis is accepted. These findings reveal that Gen Z has a positive and significant connecting on Purchase Intention. This is also supported by research conducted by (Nur & Akhsariah, 2025) which emphasizes how important the immediacy of a user's experience is in influencing their decision to make a purchase. When Gen Z feels there is a personal and relevant approach from a brand, they tend to enjoy and feel comfortable. This sense of comfort then encourages them to be more interested and confident in making a purchase. This finding is supported by the answers of Gen Z respondents, the majority of whom agreed that they feel close to and trust brands that are able to build good relationships, thus raising their willingness to purchase the product.

The fourth hypothesis (H4) tested the effect of Electronic Word of Mouth (E-WOM) on Gen Z behavior. The results showed that H4 was rejected, indicating that E-WOM does not significantly influence Gen Z behavior. Although E-WOM was found to affect purchase intention (H1), it appears insufficient to directly shape Gen Z behavior, possibly because this generation is more critical and selective, seeking content that is personal, authentic, and value-driven. This result is consistent with (Riansyah et al., 2024), who argue that the influence of E-WOM may vary depending on the context and platform, suggesting that more personalized and emotionally engaging strategies are required to influence Gen Z.

The findings of the fifth hypothesis (H5) confirm that influencer marketing significantly affects Generation Z's behavior. This result is consistent with prior studies, which emphasize that influencer marketing has gained substantial popularity in recent years, particularly among Generation Z as the primary audience (Ginanjari Saputra, 2023). Moreover, previous research highlights that the type of influencer, whether macro or micro, plays a crucial role in shaping Gen Z's purchasing patterns, including their impulsive buying tendencies (Dharma et al., 2024; Migkos et al., 2025; Muhammad Adnan Faidh et al., 2024a).

The sixth hypothesis (H6) shows rejection, which means that interaction between E-WOM and Purchase Intention becomes insignificant if mediated by Gen Z Behavior. This is inversely proportional to research conducted by (Anastasiei, Bogdan, Dospinescu, Nicoleta, Dospinescu, 2025) proves that E-WOM significantly with Purchase Intention. In contrast, the present study differs from research conducted by Anastasiei mediates the relationship between these two variables with Parasocial Understanding, namely the relationship that is built between the influencer and their audience so that the content produced by the influencer is in line with the expectations of their followers. In this research, Gen Z Behavior makes these two variables insignificant because a variety of factors play a role in a person's purchase intention towards a product, this is reinforced by the Value – Action theory in an inquiry led by

(Kunci et al., (2025)said someone who has purchase intentions that describe actual behavior is not necessarily reflected in purchases. So, there is a gap between what is intended and what is actually done.

The results of the tests carried out on the seventh hypothesis (H7) show that this hypothesis is accepted. This demonstrates that there exists an indirect interrelation between Influencer Marketing and Purchase Intention because it is mediated by Gen Z Behavior. This is proven by research conducted by Ghaleb & Alawad (2024) which revealed that the tendency of Generation Z to become followers of certain influencers will be more easily influenced by building a good and strong image, so that this influences the selection of content that will be presented by the influencer, whose content will later be aimed at influencing their followers to buy the products they provide. This has been done by Garuda Indonesia, which has invited young influencers to collaborate in promoting its brand several times, one of whom is Raffi Ahmad. Strategically, this study shows that influencer marketing is vital in digital strategies for Generation Z, while the weaker E-WOM effect stresses aligning reviews with influencer content to increase purchase intention.

## **5. Conclusion**

This study confirms that Electronic Word-of-Mouth (E-WOM), influencer marketing, and Generation Z behavior significantly affect purchase intention for Garuda Indonesia airline tickets. Gen Z behavior is proven to mediate the relationship between influencer marketing and purchase intention, highlighting the importance of authentic and relevant influencer content. Conversely, E-WOM does not significantly influence Gen Z behavior, nor does Gen Z behavior mediate its relationship with purchase intention. These findings emphasize the distinct roles of E-WOM and influencer marketing in shaping Gen Z's purchase intention.

## **6. Implication**

This study demonstrates that influencer marketing has a stronger impact on Gen Z purchase intention than E-WOM, emphasizing the need for airlines such as Garuda Indonesia to build strategic collaborations with credible influencers and produce authentic, engaging content aligned with Gen Z values. The insignificant effect of E-WOM on Gen Z behavior indicates that peer reviews alone may not shape digital behavior, highlighting the importance of credibility and personalization in E-WOM strategies. Theoretically, the findings reinforce the role of Gen Z digital behavior as a mediator linking marketing stimuli with purchase intention and suggest future model development by considering factors such as brand trust, customer engagement, and content authenticity.

## **7. Research Limitations**

The study is limited to Generation Z respondents exposed to Garuda Indonesia's digital content, uses self-reported online surveys that may be biased, focuses only on Gen Z behavior as a mediator, and examines a single brand. These factors restrict generalization to other generations, variables, and the broader aviation industry.

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