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# The Effect of Artificial Intelligence (AI) Usage and Digital Advertising in Promotional Strategies on Generation Z's Purchase Decisions among Students of the Faculty of Agriculture, Universitas Prima Indonesia

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**ABSTRACT**
This study aims to analyze the impact of Artificial Intelligence (AI) utilization and digital advertising on Generation Z purchasing decisions among students at the Faculty of Agriculture, Universitas Prima Indonesia. Using a quantitative approach with multiple linear regression analysis, data were collected from 199 respondents. The t-test results indicate that AI ($X_1$) ($t = 5.760; p = 0.000; \beta = 0.366$) and digital advertising ($X_2$) ($t = 8.140; p = 0.000; \beta = 0.518$) partially have a positive and significant effect on purchasing decisions (Y), with digital advertising being the most dominant variable. The F-test proves a significant simultaneous effect ($F = 230.933; p = 0.000$). The Adjusted R Square value of 0.699 indicates that 69.9% of purchasing decisions are explained by AI and digital advertising. Integrating interactive digital ads with AI personalization effectively drives Generation Z shopping behavior.

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## INTRODUCTION

The rapid development of digital technology has brought significant changes to various aspects of life, including the marketing sector (Eryc et al., 2026). Companies are required to continuously innovate in order to remain competitive and sustain their business operations amid increasingly dynamic and competitive market conditions (D. Y. V Simanjuntak & Chaniago, 2025). One of the innovations widely adopted in modern marketing strategies is the use of Artificial Intelligence (AI) (Sari et al., 2023).

Companies no longer rely solely on conventional promotional media but are increasingly utilizing digital platforms such as TikTok, Facebook, Instagram, YouTube, Google, and online marketplaces to deliver product information to consumers (Wijaya et al., 2026). This transformation has become increasingly important because of the high level of internet usage

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in Indonesia, with Generation Z representing one of the most active consumer groups in the digital environment (Amin et al., 2026).

The Indonesian Internet Service Providers Association (APJII) reported that the number of internet users in Indonesia reached 221.56 million in 2024, with an internet penetration rate of 79.5%. Based on age groups, Generation Z represented the largest proportion of internet users, accounting for 34.40%. These figures indicate that Generation Z is a strategic consumer group to examine in the context of digital marketing and consumer behavior (APJII, 2024).The growth of internet usage has also been accompanied by the expansion of electronic commerce. Statistics Indonesia (BPS) reported that the number of e-commerce businesses in 2024 increased by 15.30% compared to the previous year. This growth demonstrates that digital commerce activities have increasingly become an integral part of business operations in Indonesia (Badan Pusat Statistik, 2025).

**Table 1.** Phenomenon of Internet and E-Commerce Development in Indonesia

| No. | Indicator | Data |
|---|---|---|
| 1 | Number of Internet Users in Indonesia, 2024 | 221.56 million people |
| 2 | Internet Penetration Rate in Indonesia, 2024 | 79.5% |
| 3 | Contribution of Generation Z to Internet Users | 34.40% |
| 4 | Growth in the Number of E-Commerce Businesses in 2024 | 15.30% |
| 5 | Percentage of Businesses Engaged in E-Commerce | 41.51% |
| 6 | Percentage of Businesses Not Yet Engaged in E-Commerce | 58.49% |

Source: (APJII, 2024); (BPS, 2025).

The data indicate strong growth in Indonesia's digital ecosystem. The large number of internet users, the substantial proportion of Generation Z, and the growth of e-commerce businesses have created increasingly supportive conditions for the use of digital media as a means of promotion and sales. The development of artificial intelligence (AI) technology and digital advertising on platforms such as TikTok, Instagram, and various marketplaces has become an essential part of modern marketing communication strategies, enabling promotional activities to be delivered quickly, relevantly, and personally to Generation Z. Nevertheless, high exposure to digital advertising does not automatically lead to purchasing decisions due to the emergence of information overload and consumer skepticism regarding the authenticity and originality of AI-generated content. Based on (Shiddieqy & Widarmanti, 2025) advertising value framework and Kotler and Keller's (Mualim & Pratama, 2026) purchasing decision process, this study positions the use of AI by marketers (AI Utilization) and digital advertising (Digital Advertising) as independent variables to examine their effects on consumer purchasing decisions (Purchase Decision).

To obtain a specific and measurable understanding of young consumers' responses, this study focuses on students of the Faculty of Agriculture, Universitas Prima Indonesia, under the title "The Influence of Artificial Intelligence (AI) Utilization and Digital Advertising in Promotional Strategies on Generation Z's Purchasing Decisions among Students of the Faculty of Agriculture, Universitas Prima Indonesia". There is a phenomenon gap between the widespread exposure to AI-based digital advertising and the fact that such exposure does

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not always translate into purchasing decisions. Therefore, this study examines the influence of AI utilization and digital advertising on Generation Z's purchasing decisions, with students of the Faculty of Economics, Universitas Prima Indonesia, selected as a specific and measurable research object representing a group of young consumers who actively engage with digital technology.

## METHODS

This study employs a quantitative approach with a causal associative research design and a descriptive quantitative nature, aiming to analyze the effect of Artificial Intelligence (AI) usage and digital advertising on Generation Z's purchasing decisions. The research was conducted at Universitas Prima Indonesia (UNPRI), involving students from the Faculty of Agriculture enrolled in the 2023, 2024, and 2025 cohorts. Data collection was carried out through a hybrid method (online and offline) during the period from July to September 2026.

The study population consisted of 393 Generation Z students. The sampling technique used was probability sampling with a simple random sampling method. Based on the Slovin formula, a total sample of 199 respondents was obtained. The data used in this study were primary data collected through structured questionnaires using a five-point Likert scale, ranging from Strongly Agree (5) to Strongly Disagree (1).

Data analysis was conducted using multiple linear regression with the assistance of IBM SPSS Statistics. The analytical procedures included validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, and the coefficient of determination ($R^2$). Furthermore, hypothesis testing was performed using partial tests (t-test) and simultaneous tests (F-test) to determine the effects of AI usage and digital advertising, both partially and simultaneously, on Generation Z's purchasing decisions among students of the Faculty of Agriculture, Universitas Prima Indonesia.

## RESULTS AND DISCUSSION

### Validity Test

**Table 2.** Validity Test Results for All Research Variables

| Variable | Item | r-value | r-critical |
|---|---|---|---|
| Artificial Intelligence (AI) Usage (X1) | X1.1 | 0.721 | 0.361 |
| | X1.2 | 0.887 | 0.361 |
| | X1.3 | 0.986 | 0.361 |
| | X1.4 | 0.812 | 0.361 |
| | X1.5 | 0.753 | 0.361 |
| | X1.6 | 0.712 | 0.361 |
| | X1.7 | 0.876 | 0.361 |
| | X1.8 | 0.789 | 0.361 |
| Digital Advertising (X2) | X2.1 | 0.846 | 0.361 |
| | X2.2 | 0.785 | 0.361 |
| | X2.3 | 0.671 | 0.361 |
| | X2.4 | 0.733 | 0.361 |

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| Variable | Item | r-value | r-critical |
|---|---|---|---|
| | X2.5 | 0.899 | 0.361 |
| | X2.6 | 0.895 | 0.361 |
| | X2.7 | 0.801 | 0.361 |
| | X2.8 | 0.793 | 0.361 |
| Purchase Decision (Y) | Y.1 | 0.823 | 0.361 |
| | Y.2 | 0.701 | 0.361 |
| | Y.3 | 0.545 | 0.361 |
| | Y.4 | 0.795 | 0.361 |
| | Y.5 | 0.850 | 0.361 |
| | Y.6 | 0.799 | 0.361 |
| | Y.7 | 0.815 | 0.361 |
| | Y.8 | 0.883 | 0.361 |
| | Y.9 | 0.767 | 0.361 |
| | Y.10 | 0.756 | 0.361 |

Based on the validity test results presented in Table 2, all questionnaire items for the three research variables, namely Artificial Intelligence (AI) Usage (X1), Digital Advertising (X2), and Purchase Decision (Y), demonstrate valid results. This is indicated by the calculated r-values of all items exceeding the critical r-value of 0.361. For the Artificial Intelligence (AI) Usage variable (X1), the r-values range from 0.712 to 0.986. The Digital Advertising variable (X2) has r-values ranging from 0.671 to 0.899, while the Purchase Decision variable (Y) has r-values ranging from 0.545 to 0.883. These results indicate that each questionnaire item meets the validity requirements.

Therefore, all 26 questionnaire items across the three research variables are declared valid and suitable for further analysis. This confirms that the research instruments are capable of measuring Artificial Intelligence (AI) Usage, Digital Advertising, and Purchase Decision appropriately. Consequently, all questionnaire items can be retained for subsequent statistical testing.

## Reliability Test

**Table 3.** Reliability Test Results

| Variable | Cronbach's Alpha | Criterion |
|---|---|---|
| Artificial Intelligence (AI) Usage (X1) | 0.837 | 0.600 |
| Digital Advertising (X2) | 0.918 | 0.600 |
| Purchase Decision (Y) | 0.886 | 0.600 |

Source: Research data processed by the authors (2026)

Based on Table 3, all research variables demonstrate Cronbach's Alpha values exceeding the minimum criterion of 0.600. Artificial Intelligence (AI) Usage (X1) obtained a value of 0.837, Digital Advertising (X2) obtained 0.918, and Purchase Decision (Y) obtained

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0.886. These results indicate that all research instruments are reliable and have good internal consistency. Therefore, all questionnaire items are suitable for further statistical analysis.

## Classical Assumption Tests

### Normality Test

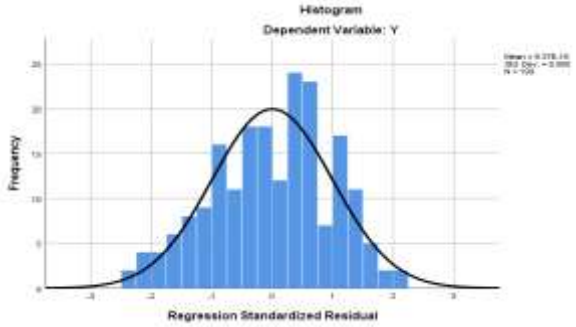



**Figure 1.** Histogram of Regression Standardized Residuals

Based on Figure 1, the histogram shows a bell-shaped curve with a relatively symmetrical distribution around zero. This indicates that the regression residuals are approximately normally distributed, suggesting that the normality assumption is satisfied.

### Multicollinearity Test

**Table 4.** Results of the Multicollinearity Test

| Model | Variable | Tolerance | VIF |
|---|---|---|---|
| 1 | (Constant) | | |
| | Artificial Intelligence (AI) Usage (X1) | 0.376 | 2.662 |
| | Digital Advertising (X2) | 0.376 | 2.662 |

Dependent Variable: Purchase Decision (Y)

Source: Research data processed by the authors (2026).

Based on Table 4, the Artificial Intelligence (AI) Usage (X1) and Digital Advertising (X2) variables have the same tolerance value of 0.376, which is greater than 0.10, and a VIF value of 2.662, which is below 10. These results indicate that there is no multicollinearity between the independent variables. Therefore, the regression model meets the multicollinearity assumption and is suitable for further analysis.

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Heteroscedasticity Test

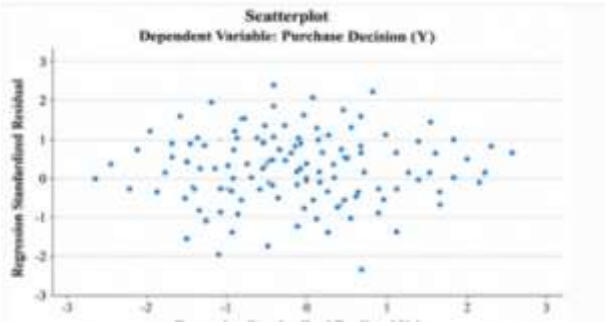



**Figure 2.** Scatterplot of Regression Standardized Residuals for the Heteroscedasticity Test

Based on Figure 2, the scatterplot shows that the data points are randomly distributed above and below the zero line without forming a specific pattern. This indicates that the regression model does not exhibit heteroscedasticity and meets the homoscedasticity assumption. Therefore, the model is suitable for further statistical analysis.

Multiple Linear Regression Analysis

**Table 5.** Multiple Linear Regression Analysis Results

| Model | Variable | B | Std. Error | Beta |
|---|---|---|---|---|
| 1 | (Constant) | 2.158 | 0.428 | |
| | Artificial Intelligence (AI) Usage (X1) | -0.02 | 0.036 | -0.063 |
| | Digital Advertising (X2) | -0.007 | 0.034 | -0.212 |

Based on Table 5, the multiple linear regression analysis produces a constant value of 2.158, with regression coefficients of -0.020 for Artificial Intelligence (AI) Usage (X1) and -0.007 for Digital Advertising (X2). Therefore, the regression equation is:

$Y = 2.158 - 0.020X_1 - 0.007X_2 + e$

The constant value of 2.158 indicates the Purchase Decision (Y) value when both independent variables are assumed to be zero. The negative coefficient of AI Usage (-0.020) indicates a negative relationship with Purchase Decision, while Digital Advertising (-0.007) also indicates a negative relationship. These results suggest that increases in both independent variables are associated with decreases in Purchase Decision, assuming other variables remain constant.

These findings suggest that the use of AI and digital advertising does not necessarily guarantee an increase in Generation Z's purchasing decisions. Consumers may evaluate the relevance, credibility, attractiveness, and usefulness of promotional content before deciding to purchase a product. Therefore, marketers need to ensure that AI-based promotional strategies and digital advertisements provide accurate information, relevant recommendations, and convincing content to encourage consumer purchasing decisions.

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**Partial Hypothesis Testing (t-test)**

**Table 5.** Partial Hypothesis Testing Results

| Model | Variable | B | Std. Error | Beta |
|---|---|---|---|---|
| 1 | (Constant) | 2.158 | 0.428 | |
| | Artificial Intelligence (AI) Usage (X1) | -0.02 | 0.036 | -0.063 |
| | Digital Advertising (X2) | -0.007 | 0.034 | -0.212 |

Based on the partial hypothesis testing results presented in Table 5, Artificial Intelligence (AI) Usage (X1) has a t-value of 5.76 with a p-value of 0.003, which is below the significance level of 0.05. This indicates that AI Usage has a statistically significant effect on Purchase Decision (Y). Therefore, the hypothesis stating that AI Usage affects Purchase Decision is supported.

Similarly, Digital Advertising (X2) has a t-value of 8.14 with a p-value of 0.000, which is also below 0.05. This result indicates that Digital Advertising has a statistically significant effect on Purchase Decision. Thus, the hypothesis stating that Digital Advertising affects Purchase Decision is also supported.

**Simultaneous Hypothesis Testing (F-test)**

**Table 7.** Simultaneous Hypothesis Testing Results

| Model | Sum of Squares | Df | Mean Square | F-value | p-value |
|---|---|---|---|---|---|
| Regression | 1872.79 | 2 | 936.395 | 230.933 | .000b |
| Residual | 794.748 | 196 | 4.055 | | |
| Total | 2667.54 | 198 | | | |

Based on Table 7, the F-value is 230.933 with a significance value of 0.000, which is less than 0.05. This indicates that the independent variables simultaneously have a positive and significant effect on Purchase Decision (Y). Therefore, the regression model is statistically significant, and the simultaneous hypothesis is accepted.

**Coefficient of Determination**

**Table 8.** Coefficient of Determination Results

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | 0.838[a] | 0.702 | 0.699 | 2.01366 |

Based on Table 8, the coefficient of determination test shows an R Square value of 0.702 and an Adjusted R Square value of 0.699. This indicates that Artificial Intelligence (AI) Usage (X1) and Digital Advertising (X2) simultaneously explain 69.9% of the variation in Purchase Decision (Y), while the remaining 30.1% is influenced by other factors not examined in this study. Furthermore, the R value of 0.838 indicates a strong relationship between the independent variables and the dependent variable. These results suggest that the regression model has strong explanatory power in explaining Purchase Decision.

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## Discussion

### The Effect of Artificial Intelligence (AI) Usage on Purchase Decision

The results show that Artificial Intelligence (AI) Usage has a statistically significant effect on Purchase Decision, with a t-value of 5.76 and a significance value of 0.003. This indicates that the utilization of AI technology contributes to shaping consumer purchasing decisions, particularly through personalized product recommendations, automated customer services, and the availability of relevant product information (Pradhanawati & Pinem, 2025)(Nasib et al., 2026)(Salqaura & Nasib, 2026). AI enables consumers to obtain information more efficiently and helps them identify products that match their preferences and needs. However, the regression coefficient of -0.020 indicates (R. A. Simanjuntak et al., 2026) a negative relationship between AI Usage and Purchase Decision. This suggests that the implementation of AI does not automatically encourage consumers to make purchases. Generation Z may still consider the accuracy of recommendations, data privacy, reliability, and relevance of AI-generated information before deciding to purchase a product. Therefore, businesses need to ensure that AI technology provides useful, accurate, and trustworthy information to improve consumer confidence.

### The Effect of Digital Advertising on Purchase Decision

The findings also reveal that Digital Advertising has a statistically significant effect on Purchase Decision, with a t-value of 8.14 and a significance value of 0.000. This demonstrates that digital advertising is an important instrument for reaching consumers and communicating product information in the digital marketplace. Attractive advertisements, informative promotional messages, and engaging visual content can increase consumer awareness and encourage consumers to evaluate available products. For Generation Z, who are familiar with digital platforms and social media, advertising content can become an important source of information before making purchasing decisions (Guerra-Tamez et al., 2024)(Shandra et al., 2025)(Purba et al., 2025). Nevertheless, the regression coefficient of -0.007 indicates a negative relationship between Digital Advertising and Purchase Decision. This suggests that excessive advertisements, repetitive promotional messages, and less relevant content may reduce consumer interest. Therefore, businesses should develop more targeted, creative, informative, and credible advertising strategies to maintain consumer attention and trust.

### The Simultaneous Effect of AI Usage and Digital Advertising on Purchase Decision

The simultaneous hypothesis testing demonstrates that Artificial Intelligence (AI) Usage and Digital Advertising jointly have a statistically significant effect on Purchase Decision, as indicated by an F-value of 230.933 and a significance value of 0.000. These findings suggest that technological innovation and digital promotional activities are important factors in shaping consumer purchasing behavior. AI technology supports personalized consumer experiences through product recommendations and automated services, while digital advertising provides promotional information that helps consumers recognize and evaluate products. The combination of these two factors can support a more effective digital marketing strategy. Furthermore, the Adjusted R Square value of 0.699 indicates that both variables

explain a substantial proportion of the variation in Purchase Decision. Therefore, businesses should integrate AI-based technology with relevant and credible digital advertising to create better consumer experiences, strengthen purchasing confidence, and support purchasing decisions among Generation Z (Mualim & Pratama, 2026)(Umam et al., 2022)(Wasiman, 2021).

## CONCLUSION

This study concludes that Artificial Intelligence (AI) Usage and Digital Advertising have significant effects on Generation Z's Purchase Decisions. Partially, AI Usage has a significant effect on Purchase Decision, as indicated by a t-value of 5.76 and a significance value of 0.003. Similarly, Digital Advertising also has a significant effect on Purchase Decision, with a t-value of 8.14 and a significance value of 0.000. Simultaneously, both independent variables have a significant effect on Purchase Decision, as demonstrated by an F-value of 230.933 and a significance value of 0.000. Furthermore, the Adjusted R Square value of 0.699 indicates that AI Usage and Digital Advertising explain 69.9% of the variation in Purchase Decision, while the remaining 30.1% is influenced by other factors beyond this study. These findings highlight the importance of integrating artificial intelligence technology and effective digital advertising strategies to understand and support Generation Z's purchasing decisions. Therefore, businesses are encouraged to optimize AI-based services and develop relevant, informative, and credible digital advertising to improve consumer engagement and purchasing confidence.

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