

## **THE INFLUENCE OF SOCIAL MEDIA AND E-COMMERCE ON INTEREST IN PURCHASING TYPICAL PALEMBANG SONGKET CLOTH FOR GEN Z IN PALEMBANG CITY**

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**Abstract:** Palembang songket cloth is one of Indonesia's most valuable cultural heritages, reflecting the glory of history and the complexity of traditional weaving art. Songket in Palembang has a long history, with some even suggesting that it dates back to the Sriwijaya Kingdom. Songket motifs often incorporate symbols from pre-Islamic times, which were later adapted to Islamic traditions during the Palembang Darussalam Sultanate. The influence of social media on purchasing intention can be analyzed through a digital marketing framework encompassing visual content, information, promotion, and credibility. This study aims to determine the influence of social media and e-commerce on songket purchasing intention among Gen Z in Palembang. This study is a quantitative descriptive study and employs an experimental research method. The sample size is 100 students from the Faculty of Economics, Sriwijaya University. The tool used in this study was SPSS 26. The results of this study showed that Social Media and E-Commerce had a significant influence on purchasing interest in Gen Z in the city of Palembang with a calculated F value greater than the F table, namely  $109,896 > F \text{ table } 3.087$ .

**Keywords:** Social Media, E-Commerce, Songket, Gen Z

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### **INTRODUCTION**

Palembang songket cloth is one of Indonesia's most valuable cultural heritages, reflecting the glory of history and the complexity of traditional weaving. Known as the "Queen of All Fabrics," songket is not just a textile commodity, but a symbol of social status, cultural identity, and an aesthetic manifestation that has its roots dating back to the Srivijaya Kingdom. The process of making it, which involves the technique of hooking and weaving gold or silver thread onto woven silk, creates a brilliant sheen that is characteristic of its luxury. However, amidst the onslaught of modernization and globalization, songket is now at a crossroads. The challenge of preservation is no longer solely focused on the technical aspects of production, but also on how to maintain the relevance of this heritage for future generations, especially Generation Z, in a highly dynamic digital ecosystem.

Generation Z, born and raised amidst the information technology boom, has a different perspective on cultural heritage than previous generations. For them, technology is not just a tool, but rather a living environment where they construct their identities and conduct economic transactions. The pervasiveness of social media and e-commerce has transformed the marketing landscape for



traditional crafts from local and conventional to global and digital. An in-depth analysis of this trend shows that Generation Z's purchasing interest in textile products such as songket is greatly influenced by how the product is visually packaged on platforms like Instagram and TikTok, as well as the ease of access to transactions in the marketplace (Djuanedi et al, 2023).

The growth of internet penetration in Indonesia, which reached 74.6 percent of the total population by early 2025, confirms that the digital space is the primary arena for the survival of songket artisan MSMEs. With the number of social media users continuing to grow to 143 million individuals, the opportunity for massive cultural education and product promotion is wide open. However, a digital literacy gap and limited capital continue to hinder artisans in traditional centers such as Kampung Kemas and Tanjung Laut Village. Therefore, understanding the mechanisms of social media and e-commerce's influence on Generation Z's purchasing intentions is crucial for formulating sustainable and economically competitive preservation strategies (Pahalmas et al., 2024).

Songket in Palembang has a long history, with some even suggesting it dates back to the Srivijaya Empire. Songket motifs often incorporate symbols from pre-Islamic times, which were later adapted to Islamic traditions during the Palembang Darussalam Sultanate. The development of these motifs reflects the dynamics of power and cultural influences that entered Palembang, creating a historical document embodied in the fabric. (Fadila et al, 2025) Technically, the complexity of songket lies in the use of traditional weaving tools and natural materials that are processed manually.

Songket cloth is not only valued from its material aspect, but also from its aesthetic value and social status attached to the wearer. In the past, the use of certain motifs was restricted by caste or social standing. Although these restrictions have now eased, the perception that songket is a luxury and exclusive item remains. This creates a paradox among Generation Z: while they admire its artistic value, they also find songket too heavy, hot, and stiff for use in fast-paced daily activities. Transforming songket from traditional attire to modern fashion is a crucial step that must be taken through digital channels.

The digital era has brought disruption to consumer behavior, where purchasing decisions are no longer based solely on functional needs, but rather on emotional impulses and social trends circulating on the internet. For Generation Z, the product information search process begins on social media, where they are exposed to other users' reviews, influencer recommendations, and viral content. The " *Fear of Missing Out* " (FOMO) phenomenon often triggers impulsive purchases of popular products, including traditional textiles packaged in a modern way.

This shift has forced songket industry players to shift from a passive offline sales model to an active and interactive digital marketing strategy. The use of social media allows for a two-way dialogue between artisans and consumers, which in turn can increase trust and purchasing interest. E-commerce then acts as a facilitator, ensuring the security and convenience of transactions, alleviating consumer doubts about purchasing premium products online. (Husna et al, 2025) With this technological integration, Palembang songket has the potential to expand its market to the international arena, beyond the geographical boundaries of its artisan centers.

The growth of social media users in Indonesia is not only quantitative, but also qualitative, in terms

of time spent and dominant platforms. The average social media user now spends around 2 hours and 23 minutes daily on various activities, from searching for brand information to shopping. In Indonesia, Facebook still holds the largest market share, around 80.08 percent, by the end of 2025, followed by YouTube and Instagram. However, for young people, Instagram and TikTok are more relevant platforms in shaping lifestyle preferences and purchasing interest in fashion products (Ningrum et al, 2025).

Instagram recorded significant growth in ad reach, increasing by 12 million users (+13.2 percent) between 2023 and early 2024, reaching a total of 100.9 million users. Entering 2025, this figure stabilized at around 103 million users. Meanwhile, TikTok demonstrated even more explosive growth, with ad reach reaching 126.8 million adult users in 2024. For the songket industry, TikTok's dominance is crucial because the platform offers a short video format that is highly effective in demonstrating the artistic details of traditional fabrics in a short duration that suits the attention span of Generation Z.

Generation Z in Indonesia, which includes individuals born between the mid-1990s and early 2010s, has a psychographic profile that is highly dependent on technology. They are a "complexity-averse" group and demand simplicity and efficiency in all economic transactions. Unlike previous generations who trusted traditional advertising, Generation Z places greater trust in online community opinions, user reviews, and recommendations from figures they deem authentic on social media. These characteristics make them highly responsive to *influencer marketing* and *electronic word of mouth* (e-WOM) strategies.

Social media has transformed from a mere communication tool into a powerful economic infrastructure for creative industries, including songket crafts. In Palembang, MSMEs are leveraging social media to expand their market reach, increase brand awareness, and stimulate consumer purchasing interest. Through social media, geographical barriers that have limited traditional craftsmen can be removed, allowing songket products to reach audiences throughout Indonesia and even the world at a relatively low cost.

The influence of social media on purchase intention can be analyzed through a digital marketing framework encompassing visual content, information, promotion, and credibility. Research shows that social media variables have a positive and significant effect on consumer purchase intention for fashion products. (Saling and Zakaria, 2024) For Generation Z, social media is not just a place to look for goods, but also a source of lifestyle inspiration that dictates what they consider to be "cool" or high-value products.

## LITERATURE REVIEW

According to Syamsuddin (2022), social media is an online medium where users can easily participate, share, and create content, including blogs, social networks, wikis, forums, and virtual worlds. Blogs, social networks, and wikis are the most common forms of social media used by people worldwide. Meanwhile, Nasution (2020) explains that social media is a medium used for socializing. Social media uses mobile and website-based technology to create highly interactive platforms that allow people to communicate, share, collaborate, and modify the content they create.



Therefore, social media will create connections between its users, interactions that take place can include exchanging information, news, complaints, greetings, and many other things.

According to (Nugroho in Muhamad 2019), *E-Commerce* is a trade transaction through electronic media connected to the internet. *E-Commerce* is a new concept that is usually described as the process of buying and selling goods or services on *the World Wide Web* or the process of buying and selling or exchanging products, services, and information through information networks including the internet.

Purchase intention is a consumer's desire to buy a product after going through an evaluation stage. This intention is influenced by factors such as product quality, brand image, and consumer perceptions of the product's benefits. Purchase intention indicates the extent to which consumers are motivated to make a purchase based on their evaluation of the product (Kotler & Keller, 2016). Purchase intention can be influenced by various factors, including personal preferences, perceptions of product value, social influences, promotions, and brand image. Understanding consumer purchase intention is essential for designing effective marketing strategies and influencing purchasing behavior.

## RESEARCH METHODS

This research is a quantitative descriptive study and this study uses an experimental research method. According to Sugiyono (2020) Experimental research is a research method carried out by experiment, which is a quantitative method, used to determine the effect of independent variables (treatment) on dependent variables (outcomes) under controlled conditions. This study uses a questionnaire as a data source and is distributed to research objects, namely Gen Z in the city of Palembang. To facilitate data validation, undergraduate students at Sriwijaya University are used as the population for this study. The *random sampling method* is used for this study by randomly determining 100 samples to represent the Gen Z category in the city of Palembang. The tool in this study is SPSS 26.

## DISCUSSION

This research was conducted by distributing questionnaires to Gen Z students in Palembang, specifically undergraduate students at Sriwijaya University. The following data were obtained from the questionnaires:

**Table 1**  
**Social Media Used**

| No    | Social media | Number of Respondents | Percentage |
|-------|--------------|-----------------------|------------|
| 1     | Instagram    | 61                    | 61%        |
| 2     | Tik Tok      | 30                    | 30%        |
| 3     | Facebook     | 5                     | 5%         |
| 4     | Etc          | 4                     | 4%         |
| Total |              | 100                   | 100%       |

Source: processed primary data, 2026

Based on the data above, 61 respondents are active Instagram users. Thirty respondents are TikTok users. Furthermore, five respondents still use Facebook, while four respondents use other social media platforms or have no social media presence.

**Table 2**  
**Frequently Used E-Commerce**

| No    | Social media | Number of Respondents | Percentage |
|-------|--------------|-----------------------|------------|
| 1     | Shopee       | 87                    | 87%        |
| 2     | Tokopedia    | 7                     | 7%         |
| 3     | Other        | 6                     | 6%         |
| Total |              | 100                   | 100%       |

Source: processed primary data, 2026

Based on e-commerce usage data, the majority of respondents are Shopee users. Eighty-seven respondents use Shopee, while seven respondents use Tokopedia. The remaining six respondents use other e-commerce platforms such as Lazada or TikTok Shop. The data above indicates that the majority of undergraduate students at Sriwijaya University are active social media users and frequently make purchases on e-commerce platforms.

In this study, validity and reliability tests showed that all questionnaire items were valid and reliable, as indicated by a Cronbach's alpha value above 0.600.

**Table 3**  
**Reliability Test**

| Item              | Cronbach Alpha | Minimum Standards | Results  |
|-------------------|----------------|-------------------|----------|
| Social media      | 0.834          | 0.600             | Reliable |
| E-Commerce        | 0.901          | 0.600             | Reliable |
| Purchase Interest | 0.872          | 0.600             | Reliable |

Source : processed primary data

Multiple regression analysis is a statistical method used to determine and measure the influence of more than one independent variable (X) on a single dependent variable (Y) . **The goal is to see how strong and how directional the relationship between several factors simultaneously is in explaining changes in the dependent variable.** general , regression model multiple written :

$$Y = a + b_1X_1 + b_2X_2 + \dots + b_nX_n + e$$

Information :

- **Y** : dependent variable (which is influenced)
- **a** : constant
- **b<sub>1</sub>, b<sub>2</sub>, ..., b<sub>n</sub>** : regression coefficients of each variable
- **X<sub>1</sub>, X<sub>2</sub>, ..., X<sub>n</sub>** : independent variables (influencing factors)

- e : error/residual

Based on data calculations using the SPSS 26 application, the following data was obtained:

| Coefficients <sup>a</sup> |              |                             |            |                           |       |      |
|---------------------------|--------------|-----------------------------|------------|---------------------------|-------|------|
|                           |              | Unstandardized Coefficients |            | Standardized Coefficients |       |      |
| Model                     |              | B                           | Std. Error | Beta                      | t     | Sig. |
| 1                         | (Constant)   | 3,151                       | 1,182      |                           | 2,666 | .009 |
|                           | Social media | .613                        | .069       | .622                      | 8,845 | .000 |
|                           | E-Commerce   | .260                        | .062       | .294                      | 4,179 | .000 |

a. Dependent Variable: Purchase Interest

Source: processed primary data, 2026

The regression equation from the results of statistical calculations is obtained as follows:

$$Y = a + b_1X_1 + b_2X_2$$

$$\text{Purchase Decision} = 3.151 + 0.613 + 0.260$$

1. The constant value (a) of 3.151 means that if social media and *E-Commerce* are assumed to be zero, then purchasing interest is worth 3.151.
2. The regression coefficient for the social media variable is 0.613. This means that every 1 unit increase in social media usage will increase purchasing interest by 0.613, assuming other variables remain constant.
3. The regression coefficient value of *the e-commerce variable* is 0.260. This means that every 1 unit increase in e-commerce will increase purchasing interest by 0.260, assuming other variables remain constant.
4. Standard error of probability. The standard error of the effect on Y but not included in the equation.

The t-test is used to test the significance of the relationship between variables X and Y, whether variables X1 and X2 really have an effect on variable Y separately or partially. The following will explain the partial testing of each variable.

In the social media variable, it is known that the calculated t is  $8.845 > t \text{ table } 1.660$  and  $\text{sig } 0.000 < 0.05$ . This means that the social media variable has a significant effect on purchasing interest. Meanwhile, in *the e-commerce variable*, it is known that the calculated t is  $4.179 > t \text{ table } 1.660$  and  $\text{sig } 0.000 < 0.05$ . This means that *e-commerce* has a significant effect on purchasing interest. The F-test essentially indicates whether all independent variables have a joint effect on the dependent variable. To demonstrate this, an F-test is performed. The results of the simultaneous regression test, or F-test, can be seen in the table below:

#### ANOVA <sup>a</sup>

| Model |            | Sum of Squares | df | Mean Square | F       | Sig.              |
|-------|------------|----------------|----|-------------|---------|-------------------|
| 1     | Regression | 862,400        | 2  | 431,200     | 109,896 | .000 <sup>b</sup> |
|       | Residual   | 380,600        | 97 | 3,924       |         |                   |
|       | Total      | 1243,000       | 99 |             |         |                   |

a. Dependent Variable: Purchase Interest

b. Predictors: (Constant), E Commerce, Social Media

Source: processed primary data, 2026

The table above shows that the calculated F value of 109.896 > F table value of 3.087 with a significance level of 0.000 < 0.05, indicating that the independent variables together significantly influence the dependent variable. In other words, simultaneously, social media and *e-commerce* significantly influence purchasing interest.

The purpose of coefficient of determination analysis is to determine the extent to which the independent variables explain the dependent variable. The results of the coefficient of determination calculation can be seen in the table below:

#### Model Summary

| Model | R                 | R Square | Adjusted R Square | Standard Error of the Estimate |
|-------|-------------------|----------|-------------------|--------------------------------|
| 1     | .833 <sup>a</sup> | .694     | .687              | 1,981                          |

a. Predictors: (Constant), E Commerce, Social Media

Source: processed primary data, 2026

Based on SPSS analysis, the independent variables, namely social media and *e-commerce*, can explain the dependent variable, namely purchasing interest, by 69.4% of the response rate variance, while the remaining 30.6% is caused by factors outside the regression model.

This is in line with research conducted by Putri and Susanti (2022) where the previous research found that The variables *E-commerce*, Social Media, and Consumer Trust have a positive influence on the Purchase Interest variable.

## CONCLUSION

Based on the calculations above, it can be concluded that partially, Social Media and *E-Commerce* have a significant effect on songket purchase interest among Gen Z in Palembang City. This is indicated by the calculated t-value of both variables being greater than the t-table. In addition, simultaneously, Social Media and *E-Commerce* have a positive effect on songket purchase interest among Gen Z in Palembang City. Furthermore, social media use among Gen Z can be seen from the percentage of active account ownership where Instagram and TikTok accounts are owned by the majority of respondents, while the Shopee *e-commerce platform* is used by almost all respondents.

Some recommendations for Songket MSMEs in Palembang include more aggressive promotion of Songket handicrafts, especially on Instagram and TikTok, as these social media platforms are widely used by young people. Furthermore, keeping up with the times isn't a bad thing, such as incorporating more contemporary designs for younger consumers and selling through *e-commerce platforms*.

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