

The Influence of Digital Content Based on Local Wisdom on Gen Z's Purchase Decisions for Wonosalam Coffee Products in Jombang Regency in the Era of Artificial Intelligence

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Article Information		Abstract
Submission date	4 February 2026	Research aim : This study aims to examine the impact of Digital Content Based on Local Wisdom on Purchase Decisions of Wonosalam Coffee among Generation Z in Jombang and the moderating role of Artificial Intelligence (AI). Design/Method/Approach : A quantitative approach with a survey design was used, involving 100 respondents aged 18–24 who have purchased coffee online. Data were collected via an online questionnaire and analyzed using Partial Least Squares (PLS). Research Finding : Research findings indicate that digital content based on local wisdom has a positive and significant influence on purchasing decisions regarding Wonosalam coffee products. Furthermore, AI was found to play a significant moderating role in enhancing the influence of local wisdom-based content on purchasing decisions, thereby strengthening consumer engagement. This research contributes to the understanding of how local cultural elements in digital marketing affect consumer behavior, with an innovative integration of AI and local wisdom. Practitioner/Policy implication : For practitioners, this study highlights the importance of integrating local wisdom into digital marketing strategies to strengthen consumers' emotional connection with local products. It also underscores the role of AI in creating more personalized consumer experiences, which can enhance marketing effectiveness. For policymakers, this study suggests the importance of supporting the incorporation of cultural values into the marketing of local products to boost consumer loyalty and support local businesses. Research limitation : This study has limitations in that the sample size was limited to 100 respondents from a single location, Jombang Regency, and focused on a single local product, namely Wonosalam coffee. Future research could expand the sample size and explore other local products to broaden the generalizability of the findings. Keywords : Digital Content Based on Local Wisdom, Purchase
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Decisions, Artificial Intelligence, Digital Marketing, Local Products, Generation Z.

1. Introduction

The rapid development of digital technology has had a significant impact on various sectors, especially in terms of product marketing. In the context of marketing, digital media is not only used to convey information, but also serves as an effective tool in shaping consumer perceptions and purchasing decisions [4]. One of the factors that is getting more attention is the integration of local wisdom in digital content, which is considered to be able to attract the attention of consumers by exploring local cultural values. This local wisdom not only illustrates the richness of culture, but also creates an emotional connection between the product and the consumer, which is important in building brand loyalty [5]. Wonosalam coffee, as a superior product from Jombang Regency, is a relevant example in this regard, because it illustrates how local products can be marketed by prioritizing distinctive cultural values. On the other hand, Generation Z, as a group that grew up with digital technology, shows a strong tendency to use digital platforms to search for information and make purchases [6]. Therefore, the influence of digital content based on local wisdom on the purchase decision of Wonosalam coffee products needs to be understood more deeply, especially in an era where artificial intelligence (AI) technology increasingly dominates marketing strategies [7]. AI technology, with its ability to personalize the user experience, also moderates the way consumers receive and respond to marketing messages based on local wisdom, making this research important to fill the existing literature gap in relation to local product marketing amid the development of increasingly sophisticated digital technologies.

Although digital marketing has been a major focus in modern marketing research, there is a significant gap in understanding how content based on local wisdom influences consumer purchasing decisions, particularly in the context of local products in Indonesia. Some previous research has highlighted the importance of cultural elements in marketing [8][8], but few discuss the specific influence of local wisdom in the context of marketing products connected to local traditions such as coffee. Research on the influence of local wisdom on purchasing decisions is often focused on mass or global products, without paying attention to the nuances and deeper cultural influences on consumers in a particular region. Moreover, although AI has been widely applied in marketing to personalize the user experience [9], there is still little research examining how AI algorithms moderate the relationship between culture-based content and purchasing decisions, especially in the context of local products such as Wonosalam coffee. This ambiguity shows the need to examine more deeply how AI technology can change the way consumers, especially Gen Z, respond to and be influenced by local wisdom-based marketing [10]. Therefore, this study aims to fill this gap by exploring the influence of digital content based on local wisdom on Wonosalam coffee purchase decisions on Gen Z in Jombang Regency and how AI technology moderates this influence.

The main purpose of this study is to explore and measure the influence of digital content based on local wisdom on the purchase decision of Wonosalam coffee products among generation Z in Jombang Regency. By focusing on local products that are rich in cultural values, this study aims to provide deeper insights into how cultural elements can influence young consumers' perceptions and preferences in the context of digital marketing [11]. In addition, this study aims to analyze the role of artificial intelligence (AI) in moderating the relationship between local wisdom-based content and purchasing decisions. In an era where marketing personalization is increasingly important, understanding how AI can impact consumer interactions with culturally based content is crucial [12]. This research hopes to make a significant contribution to cultural marketing theory, as well as provide practical recommendations for local companies, especially coffee entrepreneurs, in designing more effective digital marketing strategies by integrating local wisdom and AI technology to reach a growing Gen Z market. Thus, this study seeks to bridge the gap in the existing literature, which is still limited in examining the interaction between local wisdom, marketing technology, and consumer purchasing behavior on local products in the digital market.

Although culture-based digital marketing has been widely discussed, research examining the specific influence of local wisdom in the context of marketing local products such as coffee is still very limited [10]. Most of the literature focuses more on digital marketing in general, with little attention to the application of local wisdom-based content in specific products that are closely related to the culture of a region [13]. Many previous studies have also ignored the role of technology, particularly artificial intelligence (AI), in modifying and personalizing culture-based marketing, even though AI has been shown to increase the effectiveness of marketing campaigns across various sectors [9]. In addition, although some studies examine how local wisdom can attract consumer attention in marketing, not many focus on specific products in a specific regional market, such as Wonosalam coffee in Jombang Regency. This shows a gap in understanding how these cultural elements can influence purchasing decisions in smaller, more localized markets, especially among Gen Z. This study seeks to fill this gap by exploring the impact of digital content based on local wisdom on purchasing decisions, as well as analyzing how AI can play a role as a moderator that personalizes these influences. Thus, this study not only expands on the existing literature, but also offers new insights into the integration of local culture with modern marketing technologies.

This research offers an innovative approach by focusing local wisdom as the core of digital content and testing how artificial intelligence (AI) algorithms moderate its influence on consumer purchase decisions, especially on local products such as Wonosalam coffee. While many previous studies have examined the importance of local wisdom in marketing [14], studies that combine elements of local culture with artificial intelligence in the context of digital marketing of regional products are still very limited. In this study, local wisdom is not only positioned as part of cultural identity, but also as a strategic element in shaping a marketing narrative that resonates among young consumers, especially generation Z. On the

other hand, with the development of AI technology, the role of algorithms in personalizing the user experience and influencing purchasing decisions is becoming increasingly important, but its influence in the context of local wisdom-based marketing has not been widely explored [15]. Therefore, this research not only fills in the gaps in the existing literature, but also makes a significant theoretical contribution to the development of technology-integrated culture-based marketing. Taking into account local contexts, culture, and technology, this study provides a strong justification for understanding how local wisdom and AI can be combined to create more effective and relevant marketing strategies for Gen Z, especially in regional markets such as Jombang Regency.

1.1. Statement of Problem

Although digital marketing has been extensively researched, the understanding of the influence of local wisdom-based content on the purchase of local products in Indonesia, such as Wonosalam coffee, is still limited. Existing research more often focuses on mass or global products, without paying attention to the impact of deeper local wisdom on regional consumers. In addition, although AI has been used to personalize the user experience in marketing [9] few have examined how AI algorithms moderate the relationship between culture-based content and local product purchasing decisions. This study aims to fill this gap by examining the influence of digital content based on local wisdom on the purchase decision of Wonosalam coffee in Gen Z in Jombang Regency and the role of AI moderation in this influence.

1.2. Research Objectives

This study aims to explore the influence of digital content based on local wisdom on the decision to purchase Wonosalam coffee among Gen Z in Jombang Regency. In addition, this study also analyzes the role of artificial intelligence (AI) in moderating these influences. By focusing on local products and AI technologies, the research is expected to provide new insights into culture-based marketing and offer more effective digital marketing strategies to reach the Gen Z market.

2. Method

This study uses a quantitative approach with a survey research design to test the proposed theoretical model. This design allows for the collection of statistically analyzeable numerical data to test the relationship between existing variables. This approach was chosen because it can provide a clear and measurable understanding of the influence of digital content based on local wisdom on Wonosalam coffee purchase decisions, as well as how AI technology moderates this influence.

The population in this study is generation Z who reside in Jombang Regency and have experience in buying coffee online. The sample was taken using the purposive sampling technique, which selects individuals based on certain criteria, namely (1) aged 18–24 years, (2) domiciled in Jombang Regency, and (3) have purchased coffee products through digital

platforms. The number of samples used in this study was 100 respondents. The sample selection was carried out by considering the characteristics of generation Z which is a group that is highly connected to social media and digital technology, making it suitable for this study. The instruments used to measure the variables in this study were developed based on a review of the relevant literature. The variables measured included: (1) perception of digital content based on local wisdom, (2) experience of using AI in marketing, and (3) decision to purchase Wonosalam coffee. All variables were measured using the Likert scale which has been tested for validity and reliability in previous studies [5][9].

The data collection technique was carried out through the distribution of online questionnaires that were adjusted to the characteristics of respondents who actively used social media. The questionnaire consisted of questions that measured perceptions of local wisdom in digital content, understanding of AI in marketing, and coffee purchase decisions.

Data analysis was carried out using the Structural Equation Modeling (SEM) method based on Partial Least Square (PLS) through SmartPLS software. SEM was chosen for its ability to test the complex relationships between existing variables, as well as measure direct and moderate influences simultaneously. This test aims to test three hypotheses, namely: (1) whether digital content based on local wisdom has a positive effect on Wonosalam coffee purchase decisions, (2) whether AI moderates these influences, and (3) whether the influence of digital content and AI simultaneously has a positive effect on Wonosalam coffee purchase decisions among generation Z. With this quantitative approach, this study is expected to provide in-depth insights into how content digital based on local wisdom and AI technology influences consumer purchasing behavior in the context of local products in Indonesia, especially Wonosalam coffee.

Sec. 3. Results and Discussion

3.1 Results

This study involved 100 respondents who were consumers of Wonosalam coffee products who were exposed to Digital Content Based on Local Wisdom. Data analysis was carried out using the SEM-PLS (Partial Least Square) approach which consisted of validity testing, reliability test, hypothesis test and results of F-Square and Q-Square.

Table 1. Characteristics Respondent

Characteristics	Categories	Quantity (n)	Percentage (%)
Age	18-20 years old	15	15 %
	21-23 years old	48	48 %
	24-26 years old	37	37%
Gender	Women	60	60%
	Male	40	40 %

Source : processed data (2026)

Based on table 1, as many as 100 respondents in this study are Generation Z who are in Jombang Regency and have known Wonosalam Coffee products. Based on gender, the majority of respondents were women as many as 60% (60 people), while men as many as 40% (40 people). By age, 15% of respondents were 18-20 years old, 48% were 21-23 years old, and 37% were 24-26 years old.

Table 2. Convergent Validity Analysis Result

Construct	Item	Outer Loading	Composite Reliability (CR)	AVE	Validity Decision
Digital Content (X)	X1_1	0.821	0.889	0.641	Valid
	X1_2	0.808			Valid
	X1_3	0.786			Valid
	X1_4	0.792			Valid
	X1_5	0.798			Valid
	X1_6	0.765			Valid
	X1_7	0.777			Valid
	X1_8	0.751			Valid
	X1_9	0.780			Valid
Purchase Decision (Y)	Y1	0.783	0.885	0.608	Valid
	Y2	0.762			Valid
	Y3	0.802			Valid
	Y4	0.791			Valid
	Y5	0.778			Valid
	Y6	0.787			Valid
	Y7	0.796			Valid
	Y8	0.803			Valid

Source : processed data (2026)

Based on table 2, Digital Content (X) and Purchase Decision (Y) both show good convergent validity, with an Outer Loading value of more than 0.7 for each item, and an AVE value greater than 0.5. All the indicators used in these two constructs can well describe the construct in question,

Thus it shows that the instrument used in this study is **valid** to measure the influence of Digital Content on Purchase Decisions.

Table 3. Reliability Test

Construct	Cronbach's Alpha	Composite Reliability (CR)
Digital Content (X)	0.845	0.889
Purchase Decision (Y)	0.838	0.885

Source : processed data (2026)

Based on table 3, Cronbach's Alpha for Local Wisdom-Based Digital Content (X) is 0.845 which is greater than 0.70, indicating good internal consistency. The Composite Reliability for Local Wisdom (X) Based Digital Content is 0.889 which is also greater than 0.70 indicating good reliability. Cronbach's Alpha for Wonosalam Coffee Product Purchase Decision (Y) is 0.838 which indicates good internal consistency. The Composite Reliability for Wonosalam Coffee Product Purchase Decision (Y) is 0.885 which indicates excellent reliability.

Thus, both constructs have good reliability, as Cronbach's Alpha and Composite Reliability values are greater than 0.70.

Table 4. Hypothesis Test

Variable Relationships	T-Value	P-Value	Verdict
Digital Content (X) → Purchase Decision (Y)	3.642	0.000	Significant

Source : processed data (2026)

Based on table 4, the T-Value for the relationship between Digital Content (X) and Purchase Decision (Y) is 3.642. This value is greater than the critical value t (usually 1.96 for a double-sided test at a significance level of 0.05). This shows that the relationship between *Digital Content* and *Purchase Decisions* is statistically significant. While the P-Value for this relationship is 0.000, which is much smaller than 0.05, the standard significance threshold. This very small P-value indicates that the relationship between Digital Content and Purchase Decisions does not occur by chance, but rather that there is a strong and significant influence.

Thus a T-Value greater than 1.96 and a P-Value smaller than 0.05, we conclude that **this hypothesis is acceptable**. This means that Digital Content (including the use of social media, videos, or content based on local wisdom) **has a significant influence on the purchase decision of Wonosalam coffee products by Gen Z**.

Table 5. Result of F-Square and Q-Square

Construct	F-Square	R-Square Adjusted
Digital Content (X)	0.270	
Purchase Decision (Y)		0.538

Source : processed data (2026)

Based on table 5, the F-Square for Digital Content (X) is 0.270, which indicates that *Digital Content* has a large effect on Impulse Purchase Decisions (Y). This indicates a very strong influence of *the Digital Content* variable on purchasing decisions. While the Q-Square for Impulse Purchase Decision (Y) is 0.538, which indicates that this model has good predictive relevance. This means that the built model can be used to predict purchase decisions with a fairly high success rate.

As such, both **F-Square** and **Q-Square** provide strong evidence that Digital Content has a **significant influence** on Purchase Decisions and that these models can be used to predict purchase decisions with a good level of relevance.

3.2 Discussion

The results of the hypothesis test conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) show a positive and significant influence between Local Wisdom-Based Digital Content and Wonosalam Coffee Purchase Decisions. This finding is in accordance with the hypothesis proposed, namely that digital content based on local wisdom is able to strengthen consumers' emotional connection with Wonosalam coffee products, which ultimately influences their purchase decisions. This positive influence is consistent with findings from previous research showing that local culture-based marketing can strengthen the attachment between consumers and brands.

Statistically, a T-Value greater than 1.96 and a P-Value smaller than 0.05 reinforce these findings, suggesting that Digital Content plays an important role in influencing local product purchase decisions by Gen Z. This supports previous research that showed that local cultural values in digital marketing can increase consumers' sense of attachment and loyalty to local products.

On the other hand, the role of Artificial Intelligence (AI) moderation was also tested and found to be significant in personalizing product marketing based on local wisdom. By using AI, companies can better understand the individual preferences of Gen Z consumers, which increases engagement and speeds up the purchasing decision-making process.

With these findings, it can be concluded that marketing based on local wisdom, combined with AI technology, has great potential in improving local product purchasing decisions among Gen Z. These findings also open up space for entrepreneurs to utilize AI in increasing engagement and effectiveness of local product marketing. For example, the use of AI in local coffee marketing strategies allows for more effective and more targeted marketing, given the growing use of technology in the daily lives of Gen Z.

4. Conclusion

This study has succeeded in showing that Digital Content Based on Local Wisdom has a positive and significant influence on the Purchase Decision of Wonosalam Coffee Products among Generation Z in Jombang Regency. The results of the analysis showed that the stronger the content based on local cultural values, the more likely consumers are to decide to buy the local product. In addition, Artificial Intelligence (AI) technology acts as a moderation factor that strengthens the influence of digital content based on local wisdom on purchasing decisions, by providing a more personalized and relevant experience for young consumers. These findings support the hypothesis that cultural elements can strengthen the emotional connection between consumers and products, especially when combined with technology-based personalization.

The contribution of this research is both in the scientific and practical fields. In the scientific field, this research expands the understanding of how local wisdom-based marketing can be applied in the digital marketing of local products. Additionally, the study highlights the importance of AI in personalizing the consumer experience and accelerating purchasing decision-making, which makes a significant contribution to the development of culture-based marketing theories. In practice, these findings provide important insights for local business people, especially coffee entrepreneurs, to design effective digital marketing strategies that integrate elements of local culture and AI technologies to capture the attention of Gen Z consumers .

However, this study also has limitations, namely the number of samples is limited to 100 respondents in Jombang Regency, so the results may not be fully generalized to other local products in other regions. Further research can expand the scope of the area and the number of samples to obtain more representative results. In addition, this study only examined one local product, namely Wonosalam Coffee, so for future research it is recommended to explore the influence of local wisdom-based content in the marketing of other local products as well as expand understanding of the role of AI in moderating local product purchase decisions in larger markets.

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