

**Pengaruh Pemasaran Digital, Influencer Keuangan, Dan Literasi Keuangan
Terhadap Minat Investasi Generasi Z Di Kabupaten Jombang**
*(The Influence of Digital Marketing, Financial Influencers, and Financial
Literacy on Generation Z's Investment Interest in Jombang Regency)*

Fadil Nur Hasan

Digital Business Study Program
Department of Business

ABSTRAK

This study was conducted to determine the significance of the influence of digital marketing, the role of financial influencers, and financial literacy on the investment interest of Generation Z youth in Jombang Regency using a quantitative approach as a methodological framework, where data were collected through questionnaires from samples determined using purposive sampling techniques, then tested through validity, reliability, classical assumptions, and multiple linear regression analysis. The test results showed that partially digital marketing had no significant effect on investment interest, while financial influencers and financial literacy were proven to have a significant effect, but simultaneously the three variables together had a significant effect on the investment interest of Generation Z in Jombang Regency.

Keywords: *Digital Marketing, Financial Influencer, Financial Literacy, Investment Interest, Generation Z.*