

Exploring the In-Depths of Indonesian Gen Z Consumer's Decision Making of TikTok Content Promotion Quality Commercial Businesses

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Abstract. Indonesia is entering a digital revolution where all sectors including consumer behavior and business strategies are also impacted. When it comes to social media, TikTok is one of the apps that provide video based content that offers businesses and audiences a variety of benefits. However, limitations may occur when it comes to creating good quality content among low to middle-low business runners on the TikTok app. This may interfere in one's succession of their business. Therefore, using a qualitative descriptive-interpretive phenomenology, this research aims to explore the depths of TikTok content promotion quality towards consumer decision-making among Indonesian Gen Z users. The data from this study were collected from 3 criterias differentiating TikTok period's usage among 6 Gen Z Indonesian consumers. The results showed TikTok's promotional content significantly influences Indonesian Gen Z consumers' decision-making by leveraging visually engaging, personalized, and authentic content, fostering trust, emotional connections, and impulsive purchasing behaviors.

Keywords : *consumer decision making, TikTok, social content marketing, Gen Z users*

Abstract. Indonesia tengah mengalami revolusi digital yang memengaruhi perilaku konsumen dan strategi bisnis, termasuk melalui TikTok sebagai platform dengan potensi besar untuk membantu peningkatan dalam strategi bisnis berbasis video. Namun, keterbatasan dalam pembuatan konten berkualitas di kalangan pelaku bisnis kecil dapat menghambat kesuksesan mereka. Penelitian ini menggunakan fenomenologi deskriptif-interpretatif untuk mengeksplorasi kualitas promosi konten TikTok terhadap pengambilan keputusan konsumen Gen Z Indonesia. Hasil dari 6 partisipan menunjukkan bahwa konten promosi TikTok memengaruhi keputusan konsumen dengan memanfaatkan visual yang menarik, personalisasi, dan autentisitas, sehingga membangun kepercayaan, emosi, dan pembelian impulsif.

Kata Kunci : *pengambilan keputusan konsumen, TikTok, pemasaran konten sosial media, pengguna Gen Z*