

**EXPLORING THE IN-DEPTHS OF INDONESIA GEN Z CONSUMER'S  
DECISION MAKING OF TIKTOK CONTENT PROMOTION QUALITY  
COMMERCIAL BUSINESSES**

**UNDEGRADUATE THESIS**



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YOGYAKARTA**

**2024**

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Submitted to Faculty of Psychology  
Universitas Gadjah Mada  
in Partial Fulfillment of the Requirements  
for the Degree of Bachelor in Psychology



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**Endorsement Page**

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By :

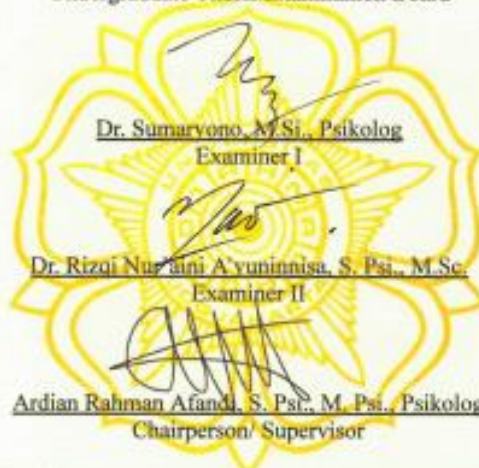
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An undergraduate thesis submitted in partial fulfillment of the requirements for the degree of Bachelor in Psychology, and it has been defended in front of Undergraduate Thesis Examination Board of Faculty of Psychology Universitas Gadjah Mada

Date : 10 January 2025

Undergraduate Thesis Examination Board



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This undergraduate thesis has been accepted in partial fulfillment of the requirements for the degree of Bachelor in Psychology

Yogyakarta, 10 January 2025

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