



Generation Z Perspective On Buying Interest In Fashion Products Through Social Media And The Tiktok Application

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ABSTRACT

The increased Internet penetration has become a major impetus in increasing the use of e-commerce platforms for online sales. This research is an explanation that aims to find out how social media and Tiktok influence Generation Z's buying interest in shopping fashion products online at DKI Jakarta. The entire Generation Z in the region who used social media and Tiktok to shop for fashion products at least 3 times became the population of this study, with the total number of respondents 208 being selected through the use of purposive sampling techniques. The data collection was carried out with the distribution of Google Forms as one of the forms of questionnaires in DKI Jakarta, and analyzed using SmartPLS 3.0 Partial Least Squares Structural Equation Modeling. (PLS-SEM). The results are proof that social media and Tiktok have a positive and significant influence on Generation Z's buying interest in buying fashion products online.

INTRODUCTION

Increasing internet penetration has fuelled consumer interest in shopping online, and one of the most frequently purchased items online is fashion products. It is predicted that Indonesia's e-commerce market will be the driver of rapid progress in the Asia Pacific region. According to databoks.com's 2022 RedSeer analysis, Indonesia in 2025 in the field of e-commerce will be predicted to be able to earn up to US\$137.5 billion, with an average compound annual growth rate (CAGR) of 25.3% of the results obtained. In 2020 it was US\$44.6 billion. In addition, RedSeer estimates that by 2021, the amount of online business activity in Indonesia will reach US\$67.4 billion. The number of transactions is predicted to reach US\$86 billion in 2022, then in 2023 it will reach US\$104 billion, and in the following year, 2024, it will reach US\$121. In its analysis, RedSeer found that four factors are driving the growth of Indonesia's e-commerce market: a consumption-centric economy, a younger population, the growth of the digital economy, and consumers' desire for convenience. In addition, with the number of online

business transactions projected to reach US\$137.5 billion by 2025, Indonesia will lead in Asia Pacific with 59% of the total transaction value reaching US\$231 billion.

Based on databoks.com in 2023, in addition to shopping online through e-commerce platforms such as Shopee, Tokopedia and others, consumers can utilise social media for shopping. Buying and selling products through social media, known as social commerce, is different from shopping on other e-commerce platforms. In social commerce, sellers and buyers can interact easily and conduct transactions directly on social media without the need to rely on other platforms, such as service providers, namely Instagram Shopping, Facebook Shops, and Tiktok Shop, all of which offer social commerce services. According to a Populix survey of 1,020 Indonesians, 86% have shopped through social media. The majority of respondents with a percentage of 61% chose clothing products, and 43% beauty products as the main choice, while other products had a lower purchase rate. The apps most used by respondents for shopping include Tiktok (46%), WhatsApp (10%), and Instagram (10%).

One of the platforms in e-commerce that is often used by Generation Z is the Tiktok application, according to goodstats data from 2023 to date, the majority of Indonesians prefer to shop online. According to Standard Insights' Consumer Report Indonesia 2023, 24.11% of Indonesians make online purchases at least once a month, while 4.05% make online purchases every day. Data from the report also shows that fashion products including clothing are the most frequently purchased items online, with 70.13% majority of Indonesians choosing this category as the most frequently purchased items online. Generation Z, aged 12 to 27, is 3 or 2 times more likely to make a purchase on Tiktok Shop compared to adults in general, as they are the main target market. Sulistianti & Sugiarta (2022) Generation Z is considered the right target for social media, especially Tiktok, because of their proficiency in mastering technology which is increasingly sophisticated. Generation Z estimates that by shopping on Tiktok, they can save time, shop without place restrictions, and enjoy more discounts provided. Ismeirita, (2023) argues that in this age of globalisation, Generation Z is an active user in shopping through social media, especially on Tiktok, because they do not need to spend a lot of time outside the home to buy the products they want. Shopping on Tiktok has special advantages, such as easier transactions, many discounts provided by stores, and a very diverse selection.

LITERATURE REVIEW

Social Media

Social media or said to be a digital platform allows individuals to interact virtually, communicate with others, and share information easily without being bound by location or time Tiara Arsilla, et al., (2023). That social media is a digital technology platform consisting of various applications and websites that allow individuals to interact and communicate with other people around the world through various features such as being able to comment, like, post, and send messages that allow the person to talk, share opinions, collaborate, and participate in social media on the discussion platform. Then, social media functions as an online media platform in presenting so much content. For example, such as news, articles, photos, videos, and statuses, thus producing information continuously. Thus, the social media platform is easily accessible on various electronic devices such as computers, smartphones, and tablets and social media users can connect anywhere and anytime without any time limitations.

From Bulele & Wibowo's research (2020) social media provides many important benefits in daily life including as a means of entertainment and as a platform for sharing information. With social media, users can enjoy various entertainment content such as videos, music, and images posted by others, as well as share important moments in their lives. In addition, social media plays an important role in strengthening relationships between far-flung individuals, enabling seamless communication via smartphones with friends and family across the globe, strengthening relationships and maintaining closeness despite distance is one of the main

benefits of social media. In addition, social media can help people to fulfil their daily needs, with examples of digital platforms in the form of applications or websites.

From some previous research results, there are indicators used to explain social media variables. Indriyani & Suri's research (2020) has 6 social media indicators: Interesting and entertaining content, interaction between buyers and sellers, interaction between buyers, ease of finding product information, ease of communicating information to the public, and the level of trust in social media. From Andriany & Arda's research (2019) there are 2 indicators: easier access to information, and a high level of trust in social media.

Of the several indicators above, this study uses social media indicators, namely easier access to information, a high level of trust in social media, interesting and entertaining content, and interaction between buyers and sellers. The reason researchers use these indicators is because they cover important aspects that affect the online shopping experience, such as the ease of obtaining information to direct interaction with the seller.

Tiktok

The Tiktok application is a social media platform that allows people to share short videos with each other. The Tiktok platform is currently known as one of the most popular platforms, one of the social media that offers various types of creative content such as lip sync songs, dance, and video challenges Dewa & Safitri (2021). In addition, the Tiktok application has also developed more modern which has provided various features in the application, one of which is the live streaming feature, beauty or filter features, Tiktok Shop feature, and others. The Tiktok Shop feature can be accessed like other e-commerce. This can make it easier for Tiktok application users who are dominant in Generation Z to make it easier for them to shop for the items they want or need. With the latest features launched by the Tiktok application, it can help Generation Z to meet their daily needs which can be accessed through Tiktok Shop. In addition, with this Tiktok Shop feature, they can attract Generation Z's buying interest in buying a product that is offered and advertised directly. Where this can attract buyers from potential consumers.

Based on several studies that have been carried out previously, obtained results with a number of indicators that explain the Tiktok variable. Cutisah & Sungkono's research (2023) there are 5 indicators of Tiktok: product introduction, viral products, influencer reviews, endorsement video content, and Tiktok live sales. From Malau & Rorong's research (2022) there are 4 Tiktok indicators, namely sharing information, forming an identity, integrating and interacting socially, and entertainment.

The indicators used to explain Tiktok are Tiktok live sales, influencer reviews, entertainment, and information sharing. The reason researchers use these indicators is because they provide a comprehensive picture of how the Tiktok application functions as a marketing, entertainment, and information sharing tool and how it affects users and communities on the platform.

Purchase Interest

Purchase interest is when buyers feel interested in a product so that they buy the product or service they want without any encouragement or coercion from others Assalam & Wibisono (2021). Purchase interest is a situation when buyers who have an interest or desire for a product or service, this interest arises naturally and spontaneously without being influenced by external parties such as sellers, excessive advertising, or promotions. The fact is that buying interest occurs when the buyer feels that the service or product is in accordance with his needs or desires, and then buys it voluntarily without coercion.

Several previous studies have identified factors that explain purchase intention. Nurmin Arianto (2020) suggests five factors which include; interested in product information, consideration of making a purchase, interested in trying a product, desire to find out more about the product, and desire to own it. Another study by Irvanto & Sujana (2020) also identified three

factors of buying interest, including transactional interest, which is a person's desire to buy a product, refrential interest, which is the desire to recommend products to others, and exploratory interest, which is the behaviour of a person who is always looking for information about the product he is interested in.

Researchers are interested in using four indicators, namely the desire to recommend products to others (refrential interest), a person's desire to buy a product (transactional interest), consideration for making a purchase, and interest in trying a product. The selection of these indicators is based on the desire to obtain a comprehensive interpretation of a number of factors that have an impact on the decisions made by consumers on the product under study as well as on their consumer behaviour. This information is very valuable for developing marketing strategies that are targeted at consumer needs.

The Effect Of Social Media On Purchase Intention

Previous research has found that social media has a significant influence on purchase intention. Wibowo & Heryjanto (2020) suggest that a positive influence on purchase intention occurs through factors such as influencer credibility, product price, and social media exposure on platforms such as Tokopedia. Hapsari et al. (2022) also concluded that brand trust, social media interaction, and online consumer reviews have a significant positive impact on purchase intention. Saling & Zakaria (2024) confirmed that social media influence positively affects consumer purchase intention in a broader context. Other findings from Amin et al. (2021) show that social media marketing strategies with a focus on customer relationship management and increasing brand equity contribute positively and significantly to purchase intention. Marwani & Maulana (2021) also examined that social media and trust levels have a positive and significant effect on purchase intention, especially in the context of Vans shoes among students of the Faculty of Economics, Singaperbangsa University, Karawang. Based on these findings, the hypothesis to be tested in this study is that social media has a positive influence on consumer purchase intention.

- H1 : Social media has a positive and significant effect on buying interest.

The Effect Of Tiktok On Buying Interest

Several previous studies have shown that TikTok has a big influence on people's desire to buy. Research by Saputri et al. (2023) found that TikTok Shop advertisements can make students more interested in buying. Alfi Antika & Lu' Lu Ul Maknunah's research (2023) shows that content marketing at TikTok Shop also influences TikTok users to shop. Qadafi et al. (2023) confirmed that adverts and videos on TikTok Shop also have a big influence on consumer trust. Bagas et al. (2023) found that digital advertising at TikTok Shop greatly influences the desire to buy in Malang City. Siti Salima Salsabila (2023) showed that the use of TikTok as a promotional tool also influences people to buy products. Based on these findings, the hypothesis in this study is that TikTok has a major effect on people's desire to buy. Based on the findings of previous studies, the hypotheses to be tested in this study are

- H2 = TikTok has a positive and significant effect on purchase intention.

METHODS

This research belongs to the type of explanatory research, which aims to explain the relationship, difference, or impact between the variables under study or to generalise the findings from the sample to the population Mulyadi (2012). The focus is on understanding how Generation Z in DKI Jakarta uses social media and the TikTok application in the context of their buying interest in fashion products.

The population studied was Generation Z born between 1997 and 2012, aged 12-27 years old, in the DKI Jakarta area. The sampling technique used was purposive sampling, where

respondents were selected based on certain criteria, namely having used the TikTok application and social media to shop for fashion products at least 3 times.

In this study, researchers chose respondents who had used the TikTok application and social media to shop for fashion products in DKI Jakarta. Therefore, the population used was not specifically determined, and the number of samples taken was 208, exceeding the minimum number of 96 according to the Lemeshow Chadha formula (2006). The data collected is primary data consisting of answers from respondents who are interested in buying fashion products through the TikTok application and social media, using the Google Form platform. Data collection is done through questionnaires distributed through Google Form, which is a very effective research variable measurement tool. The questionnaire will be distributed through various social media platforms such as Instagram, Twitter, Telegram, and WhatsApp Steven & Ramli (2023).

Data analysis in this study uses SmartPLS SEM (Partial Least Squares - Structural Equation Modeling) software, which is a collection of statistical techniques for testing complex relationships that cannot be explained by ordinary linear regression equations. SEM is also known as a hybrid of regression analysis and factor analysis. In addition, SEM is often referred to as Path Analysis or Confirmatory Factor Analysis, as both are specialised types of SEM. This method allows the analysis of relationships involving one or more dependent variables and one or more independent variables Harahap (2020).

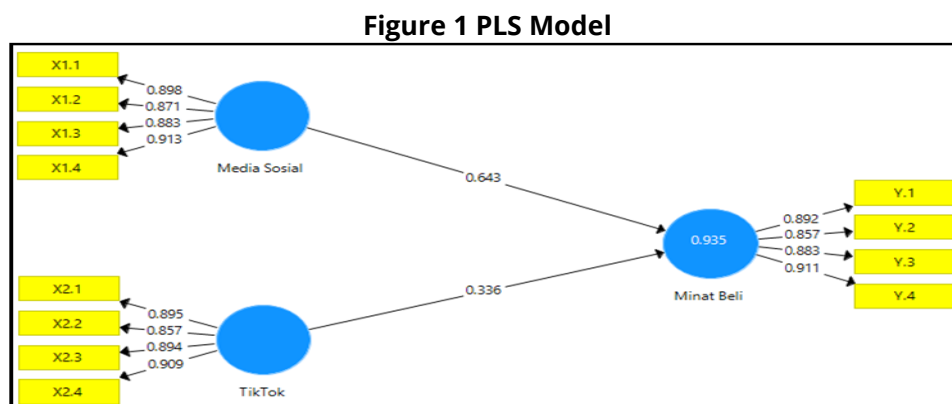
RESULTS AND DISCUSSION

Respondent Profile

There are 208 Generation Z individuals in DKI Jakarta who have met the criteria to participate in this study, using the TikTok app and social media. The results showed that 62% of the respondents were female and 38% were male. The majority of respondents are students, reaching 35% of the total sample. Data processing was conducted using SmartPLS 3.0 Partial Least Squares Structural Equation Modeling (PLS-SEM), with details of the analysis as follows:

Evaluating The Measurement Model

Evaluation of the measurement model aims to test the relationship between latent constructs associated with social media variables, TikTok, and purchase intention, as shown in the PLS model illustrated in Figure 1 below:



Based on the validity test results, all Loading Factor values for social media, TikTok, and purchase intention variables are > 0.5, indicating that all variable indicators are considered valid as a whole. In addition, the instrument is considered reliable because all composite reliabilities are > 0.7. In testing the reliability of the variable structure is considered good if it has a Composite Reliability value > 0.7, Cronbach's Alpha > 0.7, and Average Variance Extracted (AVE) > 0.5. The results of the reliability test in this study are as follows:

Table 1 Composite Reliability

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Social media	0,914	0,914	0,939
TikTok	0,911	0,911	0,938
Purchase Intention	0,908	0,908	0,936

Presented in Table 1 shows that the composite reliability value of each variable in the table is > 0.7 , confirming that the answers covering all variables can be used to test the hypothesis. In addition, each variable has a Cronbach's Alpha value above 0.7 and an AVE value > 0.5 , indicating that the measurement model used in this study meets the requirements of discrimination validity.

The Effect Of Social Media On Purchase Intention (H1)

Regarding the results of hypothesis testing (H1), the t-statistic value is 10.573, exceeding the t-table value of 1.96, which means that hypothesis H1 can be accepted. This research is consistent with previous findings by Wibowo & Heryjanto (2020), which confirmed that social media has a positive effect on purchase intention. Social media not only serves as a means of entertainment and information sharing, but also allows people to communicate through smartphones, which has an impact on increasing buying interest.

Tiktok's Influence On Buying Interest (H2)

The results of the hypothesis test (H2) show that Tiktok has an influence on buying interest, with a t-statistic value of 5.452, exceeding the t-table value of 1.96, so that hypothesis H2 can be accepted. This finding is in line with the research of Saputri et al., (2023), which states that Tiktok has a significant influence on buying interest. Tiktok has experienced modern development by providing various features in its application, which has a positive impact on buying interest.

Coefficient Of Determination

The R Square number in this study indicates how much influence social media and Tiktok have on buying interest, as shown in the following table:

Table 2 R Square (R2)

	R Square	R Square Adjusted
Purchase Intention	0,935	0,934

According to the findings of this study, the R Square value is 0.935, which means that 93.5% of the variation in purchase intention can be explained by the influence of social media and Tiktok. The remaining 6.5% is influenced by other factors not examined in this study. The R Square value of 0.67 is classified as strong, 0.33 as medium, and 0.19 as weak. From the table, it can be seen that the value of the purchase interest variable exceeds 0.67, indicating that the influence of this variable can be considered significant in influencing respondents' purchase interest.

CONCLUSION

This study indicates that social media and Tiktok play a positive role in increasing Generation Z's interest in the DKI Jakarta area to buy fashion products online. Interesting and interactive features available on social media and Tiktok such as creative short videos, direct interaction with sellers via live streaming and easy access to product information have proven to

attract the attention of Generation Z to buy fashion products on social media Tiktok application. The results of the study are useful as a reference for online businesses to take advantage of the features of social media and Tiktok as a sales medium along with the increasing online market in Indonesia.

SUGGESTION

To increase online sales among Generation Z, online businesses can use the results of this study as a reference. Business actors who target Generation Z, need to intensively utilise the features of social media and Tiktok when marketing products online. In this case, understanding online shopping behaviour among Generation Z, which is the largest age group in Indonesia after the Millennial Generation. In addition, business actors need to increase the use of social media features and Tiktok to increase Generation Z's trust in online transaction activities carried out by business actors in fashion products.

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