

ABSTRACT

The digital era has brought a significant transformation in the global trading paradigm with the emergence of various platforms. With the development of science and information technology, online transaction systems have become very easy for business people to interact and make transactions via the internet. One of the impacts of the emergence of the internet is that it makes it easier for people to get information and communicate. With the help of technology and the internet, businesses and consumers can change the way they do business. TikTok, as a popular creative platform, introduced TikTok Shop in April 2021 to facilitate direct transactions. However, in October 2023, the government discontinued this service in accordance with e-commerce regulations.

This decision was taken after the government issued Minister of Trade Regulation (Permendag) Number 31 of 2023 which regulates business licensing, advertising, guidance and supervision of business actors in electronic trading systems. In accordance with these regulations, social e-commerce platforms such as TikTok Shop are not permitted to carry out direct transactions. According to accumulated demographic data, it was revealed that Indonesian TikTok users in the 18-34 year age range reached 76%. This indicates the popularity of this platform among generation z. And also why The Originote product object, which was chosen because as one of the brands that relies on TikTok as the main means to market and sell its products,

The aim of this research is to determine the impact of the TikTokshop closure policy on consumer behavior, generation Z responses and purchasing decisions for The Originote products. This research uses descriptive research with a quantitative approach processed using SEM-PLS 3.0 to answer the problem formulation. The research results show that the TikTok shop closure policy has a positive and significant influence on consumer behavior, generation Z responses, and purchasing decisions so that hypothesis 0 is rejected.

Keywords: *generation Z, policy, Social Commerce*