

ABSTRACT

TikTok as an entertainment application is widely used by the public today. The large number of TikTok users has made many business actors market their products through TikTok. TikTok has become an effective marketing tool with many consumers who are easily attracted to marketing through TikTok content. Generation Z dominates as its users, making content creation necessary to adjust to their interests and awareness. However, marketing through TikTok has not been fully effective due to changing consumer behavior, information in the content delivered at the wrong time, and not all information is useful for users.

This study aims to analyze the influence of emotional, entertaining, and informative TikTok content on consumer behavior and purchasing intentions in Generation Z in Bandung City.

The research method used in this study is a quantitative research method. Sampling using the purposive sampling method with data collection carried out using a questionnaire to 385 TikTok users aged 12-27 years old (gen Z) in Bandung City. Data analysis was carried out using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method.

The results of the study show that the entertaining and informative dimensions have a positive impact on consumer behavior. However, the emotional dimension does not have a positive impact on consumer behavior. Meanwhile, the emotional, entertaining, and informative dimensions all have a positive impact on purchase intention. However, consumer behavior does not have a positive impact on purchase intention. The results of this study can be an additional insight and complement knowledge about marketing on TikTok with the use of TikTok content as well as input for business people in optimizing marketing through TikTok content.

Keyword : *Consumer Behavior, Generation Z, Purchase Intention, TikTok Content*