



Research paper

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## The Influence of Viral Marketing, Content Marketing, and Brand Image on Local Clothing Purchasing Decisions on the TikTok App Among Gen Z in Bogor Regency

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### ARTICLE IN

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### ABSTRACT

This study aims to analyze the influence of Viral Marketing, Content Marketing, and Brand Image on the purchase decision of local clothing through the TikTok application among Generation Z in Bogor Regency. This research employs a quantitative approach using a survey method. Data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with the SmartPLS 4.0 software. The results show that Viral Marketing has a significant positive effect on the purchase decision of local clothing among Generation Z in Bogor Regency. Furthermore, Content Marketing also has a significant positive effect on the purchase decision of local clothing. Brand Image likewise exerts a significant positive influence on the purchase decision of local clothing among Generation Z in Bogor Regency.

### ABSTRAK

Penelitian ini bertujuan menganalisis pengaruh Viral Marketing, Content Marketing, dan Brand Image terhadap keputusan pembelian pakaian lokal melalui aplikasi TikTok pada kalangan Generasi Z di Kabupaten Bogor. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data dianalisis menggunakan Structural Equation Modeling-Partial Least Squares (SEM-PLS) melalui aplikasi SmartPLS 4.0. Hasil penelitian menunjukkan bahwa Viral Marketing berpengaruh positif signifikan terhadap keputusan pembelian pakaian lokal pada kalangan Generasi Z di Kabupaten Bogor. Selain itu, Content Marketing juga berpengaruh positif signifikan terhadap keputusan pembelian pakaian lokal. Brand Image pun memberikan pengaruh positif signifikan terhadap keputusan pembelian pakaian lokal pada kalangan Generasi Z di Kabupaten Bogor.

## 1. Introduction

The local apparel industry in Indonesia has experienced rapid growth in recent years. Increased public awareness of the importance of using domestic products has been a major driver of this growth. According to the Central Statistics Agency (BPS, 2022), the textile and apparel industry contributes around 6.5% to the national Gross Domestic Product (GDP). This growth shows a positive trend, although challenges remain in the global market, particularly following the impact of the COVID-19 pandemic. Beyond exports, domestic demand—especially from younger generations with strong interest in local products—has become an important factor contributing to the development of the local fashion industry (BPS, 2022).

While prior studies have examined consumer behavior toward local products, most have focused on traditional marketing strategies or general consumer segments. Research specifically addressing how Viral Marketing, Content Marketing, and Brand Image through TikTok influence Gen Z purchase decisions remains limited. This study aims to fill that gap by highlighting how social media marketing dynamics, particularly on TikTok, drive purchasing behavior among Gen Z in Bogor Regency—a demographic known for its digital nativity and strong responsiveness to engaging, identity-driven content.



Figure. 1 Contribution of the Local Apparel Industry to Indonesia's GDP (2018-2024)

Secure: BPS Data

The graph shows the trend of the local apparel industry's contribution to Indonesia's GDP from 2018 to 2024. After experiencing an increase in 2019, the contribution declined in 2020, likely due to the impact of the pandemic. However, since 2021, there has been a consistent increase until 2024, reaching more than 6.8%. This trend reflects the recovery and growth of the local apparel industry, driven by digital marketing innovations and increased public interest, especially among Gen Z, in local products (BPS, 2024).

Generation Z has become the primary consumer of local clothing, with preferences not only for visual appeal but also for sustainability, culture, and authenticity. In Bogor Regency, this trend is reflected in products featuring motifs such as drizzling rain, kujang kijang, and lotus flowers, which combine modern and traditional elements. Supported by digital platforms such as e-commerce and social media, local products from Bogor have opportunities for market expansion (Antara News; Rilisberita.com).

Social media has become an important marketing channel for local brands such as Erigo, Cotton Ink, and Executive, which utilize Instagram and TikTok to reach Gen Z. Erigo achieved sales of more than Rp200 billion in 2022, while Cotton Ink and Executive also showed growth thanks to interactive digital campaigns (We Are Social & Hootsuite, 2023). Digitalization is influencing Gen Z's interaction with products and brands. APJII (2023) notes that Indonesia has 215.62 million internet users, with Gen Z accounting for 34.4%. This generation tends to choose sustainable products with emotional value and actively shares recommendations on social media. Despite its great potential, challenges such as the digital divide and cybersecurity still need to be addressed.

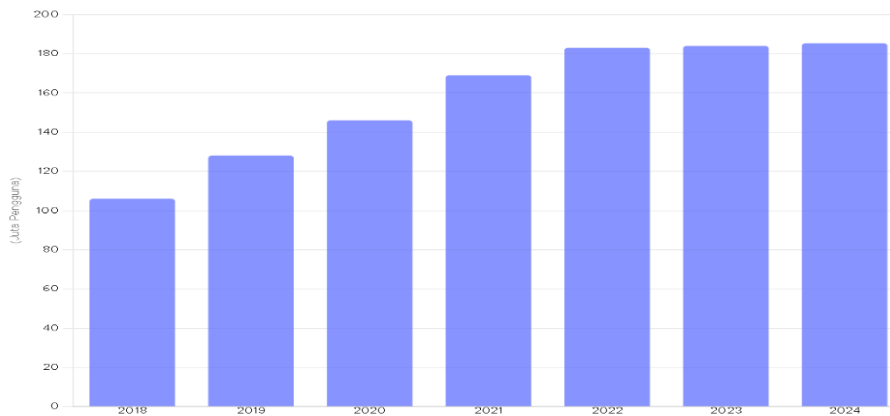


Figure. 2 Number of Internet Users in Indonesia

Secure: Report Data

Based on the data in Figure 2, the latest data shows a significant increase in internet users in Indonesia from 106 million in 2018 to 185.3 million in 2024. The annual increase reached 24.6% (2018), 20.7% (2019), 13.7% (2020), 16.5% (2021), 7.7% (2022), 0.6% (2023), and 0.8% (2024). Internet usage via mobile phones reached 98.9%, with preferences for social media: WhatsApp, Instagram, Facebook, and TikTok. Google remains the main source of information for Indonesian internet users.

Bogor Regency in West Java Province has great potential in the creative economy sector, particularly the local clothing industry, supported by its young demographic. Data from Statistics Indonesia (2023) shows that around 43.17% of Bogor Regency's population is aged 17–27 years old, reflecting the high proportion of creative and innovative young people. This generation has an interest in unique, environmentally friendly local products and actively promotes them through social media, especially TikTok. This potential needs to be optimized through government policy support, training, access to capital, and industry innovation, so that Bogor Regency can become a center for the local clothing industry that contributes to the regional economy while strengthening cultural identity (Bogor-kita.com).

TikTok has become a popular platform among Generation Z, who were born between the mid-1990s and early 2010s. In addition to personal entertainment, TikTok provides great opportunities for local businesses to market their products through creative short videos that quickly go viral. Local businesses leverage TikTok's features, including trends and influencers, to expand their market reach, aided by algorithms that promote engaging content to reach a broader audience, even beyond the account's followers (Mahardini et al., 2023).

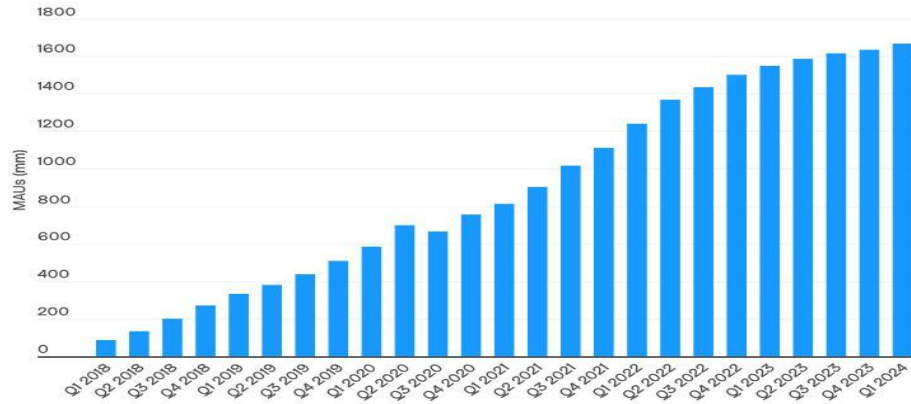


Figure. 3 TikTok Users from 2018 to 2024  
 Secure: Kalodata.CNBC Perusahaan

Figure 3 shows that TikTok has successfully reached more than 1.8 billion monthly active users globally in 2024. This achievement reflects significant growth, an increase of 20% compared to the previous year. TikTok, as a visual platform based on short videos, opens up strategic opportunities in building brand image through the application of interactive and engaging content marketing. Features such as the For You Page (FYP) and interest-based algorithms support brand exposure and the formation of positive consumer perceptions. This strategy is often combined with viral marketing, which relies on rapid dissemination through social media to increase customer trust and loyalty. In digital marketing, viral marketing has proven effective in attracting consumer attention through content that spreads quickly. Previous research, such as by Furqon (2020), shows that this strategy contributes significantly to purchasing decisions, particularly in the culinary sector. Meanwhile, content marketing plays a role in building unique appeal and strengthening brand image, as shown by the study by Adelia & Cahya (2023) on the local product Mafia Gedang. Engaging content can create an emotional connection between consumers and products.

Brand image itself is formed through consumer perceptions of company reputation, product characteristics, and user image. A study by Muzakqi & Zaki (2024) reveals that a positive brand image increases customer satisfaction and loyalty, which in turn leads to repeat purchases. Although various studies have discussed these three variables separately, studies that integrate content marketing, viral marketing, and brand image in the context of digital marketing, particularly in the local clothing industry through TikTok, are still limited. Therefore, this study aims to fill this gap by analyzing the influence of these three variables on purchasing decisions among Gen Z in Bogor Regency. These findings are expected to serve as a strategic reference in developing more effective and adaptive digital marketing campaigns.

## 2. Literature Review

### 2.1 Hierarchy of Effects Theory (Lavidge & Steiner, 1961)

This study bases its analysis on the Hierarchy of Effects Theory proposed by Lavidge and Steiner (1961) to explain how Viral Marketing, Content Marketing, and Brand Image influence Generation Z's decision to purchase local clothing through TikTok in Bogor Regency. This theory is relevant because it describes the gradual psychological process of consumers, from awareness to purchase action, especially in the context of content-based digital marketing. Setyowati, Sriyanto, and Agung (2024) reinforce the relevance of this theory by showing that consumers go through stages from awareness to purchase action, and that purchase interest is an important link between product knowledge (cognitive) and purchasing decisions (conative).

### 2.2 Previous Research

Purchase decisions are an important stage in the consumer decision-making process, when individuals choose specific products or services after considering various alternatives, although these decisions can still be influenced by external factors such as the opinions of others or unexpected situations (Kotler & Keller, 2016). Research by Ghafourzay & Parilti (2020) shows that effective marketing content on social media, including product promotions and influencer endorsements, can stimulate purchase intent through consumers' emotional and social connection to the product. In addition to purchase intent, brand perception also plays a significant role in influencing purchasing decisions, formed from product usage experiences and information on social media (Aji et al., 2022). Kotler and Keller (2016) mention that purchasing decision indicators include product choice, brand, distributor, time of purchase, and purchase quantity.

From an Islamic perspective, purchasing decisions are linked to the principle of choosing halal and thayyib products, and are believed to occur with the permission and will of Allah SWT, as reflected in the prayer of the Prophet Muhammad SAW: "O Allah, Who turns hearts, keep my heart firm upon Your religion" (HR. At-Tirmidzi).

### 2.3 Viral Marketing

Viral marketing is a strategy for rapidly spreading promotional messages through digital platforms and social media, with

the hope that the content will spread exponentially through consumer networks (Kaplan & Haenlein, 2011). This strategy is effective in reaching a wide audience at low cost and utilizes digital word-of-mouth, where consumers voluntarily share product information (Widjaja, 2019). In the context of content marketing, Wiludjeng & Nurlela (2013) identified five indicators that influence purchasing decisions: electronic media, product involvement, product knowledge, product talk, and reduction of uncertainty.

This study adopts the definition of Kaplan & Haenlein (2011) and indicators from Furqon (2020), which are considered most relevant to Gen Z's content consumption patterns on TikTok. In the fashion industry, especially through TikTok, viral marketing allows local products to be more widely known through interesting and interactive content. This strategy not only increases brand exposure, but also builds trust and encourages purchasing decisions among Gen Z (Kaplan & Haenlein, 2011).

The sharia basis from the Qur'an related to purchasing decisions in viral marketing in Islam is as follows:

يَا أَيُّهَا الَّذِينَ ءَامَنُوا أَنْفِقُوا مِنْ طَيِّبَاتِ مَا كَسَبْتُمْ وَمِمَّا أَخْرَجْنَا لَكُمْ مِنَ الْأَرْضِ وَلَا تَيَمَّمُوا الْخَبِيثَ مِنْهُ تُنْفِقُونَ وَلَسْتُمْ بِإِجْدِيهِ إِلَّا أَنْ تُغْمِضُوا فِيهِ ۗ وَاعْلَمُوا أَنَّ اللَّهَ غَنِيٌّ حَمِيدٌ

Meaning:

"O you who believe! Spend (in the way of Allah) from the good things you have earned and from what We have produced for you from the earth. Do not choose the worst of it for yourselves to spend, while you yourselves would not take it except with closed eyes. And know that Allah is All-Sufficient, All-Praised." (QS. Al-Baqarah: 267).

#### 2.4 Content Marketing

Content marketing is a marketing strategy that aims to attract and retain customers by presenting relevant and valuable content (Pasaribu et al., 2023). This strategy utilizes various digital formats such as text, images, videos, and audio to attract the audience's attention and encourage interaction with the brand, in line with consumer trends that are now more interested in educational and entertaining content than conventional advertisements. Rahmadani et al. (2024) emphasize the significant role of content marketing in building long-term relationships with consumers, increasing loyalty, and strengthening brand image. This is supported by Nurivananda & Fitriyah (2023), who found a significant influence of content marketing on TikTok on purchasing decisions, especially among Gen Z who are active and responsive to digital content.

Milhinhos (2015) identified five key indicators of content marketing, namely relevance, accuracy, value, ease of understanding, ease of discovery, and consistency. Relevant and accurate content is considered important to meet audience interests, while value, clarity of presentation, and accessibility of content contribute to the effectiveness of this strategy. Thus, content marketing is not merely a promotional technique, but a strategy for building long-term relationships through valuable information. This study refers to the definitions of Pasaribu et al. (2023) and Rahmadani et al. (2024), as well as the indicators from Fahimah & Munfarida (2023), which are considered relevant to the context of digital marketing on TikTok related to Gen Z's decision to purchase local clothing.

The sharia basis from the Qur'an related to purchasing decisions in content marketing in Islam is as follows:

ادْعُ إِلَى سَبِيلِ رَبِّكَ بِالْحُكْمِ وَالْمَوْعِظَةِ الْحَسَنَةِ ۗ وَجِدْ لَهُم بِالَّتِي هِيَ أَحْسَنُ ۚ إِنَّ رَبَّكَ هُوَ أَعْلَمُ بِمَنْ ضَلَّ عَنْ سَبِيلِهِ ۗ وَهُوَ أَعْلَمُ بِالْمُهْتَدِينَ

Meaning:

"Call (people) to the way of your Lord with wisdom and good instruction, and argue with them in a way that is better. Indeed, your Lord is most knowing of who has strayed from His way, and He is most knowing of who is guided." (QS. An-Nahl: 125).

#### 2.5 Brand Image

Brand image is consumers' perception of a brand that is formed through experience and information received, including various associations that influence purchasing decisions (Kotler & Keller, 2016). Firmansyah (2020) found that brand image has a significant effect on purchasing decisions, because consumers tend to choose brands that are well-known and have a good reputation.

The findings of Muzakqi et al. (2024) show that a strong brand image has a positive impact on consumer satisfaction, loyalty, and trust. Firmansyah (2020) also explains that TikTok's influence on purchasing decisions can be measured through corporate image (perceptions of the company's reputation and credibility) and user image (consumers' views of product users influenced by lifestyle and social status). Meanwhile, product image reflects how consumers view the attributes, benefits, services, and quality of a product, which plays an important role in attracting new customers, maintaining loyalty, and increasing the company's competitiveness.

In the Islamic perspective, the Qur'an, Surah Ash-Syu'ara verses 181-183, explains brand image as follows:

أَوْفُوا الْكَيْلَ وَلَا تَكُونُوا مِنَ الْمُخْسِرِينَ ۚ ۱٨١ وَزِنُوا بِالْقِسْطَاسِ الْمُسْتَقِيمِ ۚ ۱٨٢ وَلَا تَبْخَسُوا النَّاسَ أَشْيَاءَهُمْ وَلَا تَعْتُوا فِي الْأَرْضِ مُفْسِدِينَ ۚ ۱٨٣

Meaning:

"Give full measure and weight in justice: do not defraud people of their rights, and do not oppress them in any way." (Q.S. As-Syu'ara : 181-183).

#### 2.6 Conceptual Framework

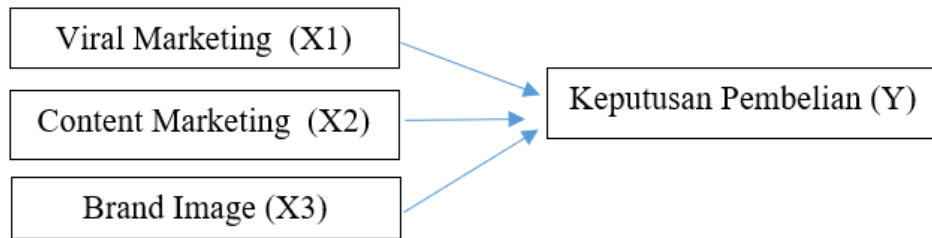


Figure. 4 Conceptual Framework

### 3. Methodology

#### 3.1 Research Method

This study uses a descriptive quantitative approach, which is characterized by numerical data and analyzed using statistical methods. Quantitative methods are applied to examine the population and randomly selected samples. Data collection is carried out using a research instrument in the form of a questionnaire. The questionnaire was designed by considering the suitability of the content and objectives of the study, the use of language, form, and length of questions. This technique is considered efficient, especially when the study involves a large number of respondents and clearly identified variables. Furthermore, the collected data will be analyzed using the SEM-PLS technique (Sugiyono, 2019).

#### 3.2 Data Collection

This study utilizes primary data obtained directly from respondents through the distribution of online questionnaires to Generation Z in Bogor Regency. The data was collected directly by the researcher to answer the research objectives and analyzed using a quantitative approach (Sugiyono, 2019). The questions in the questionnaire were created using a Likert scale of 1 to 4 to obtain a range of answers: 1 for “Strongly Disagree”, 2 for “Disagree”, 3 for ‘Agree’ and 4 for “Strongly Agree”. The data measurement scale was an ordinal scale.

#### 3.3 Population, and Sample

The population in this study was Generation Z in Bogor Regency, namely individuals aged 17–27 years who actively use TikTok and have experience buying local clothing. The sampling technique used was non-probability sampling with the purposive sampling method, because the sample was selected based on certain criteria that were considered representative. The sample size was determined using the Hair et al. formula, which is suitable for populations that are not known with certainty. This formula suggests a sample size of 5 to 10 times the number of indicators used in the model. With 19 indicators, the minimum sample size is 95 respondents ( $5 \times 19$ ), and the maximum is 190 respondents ( $10 \times 19$ ).

The sample size using Hair's formula is 5 times the number of indicators, with a total of  $19 \times 10 = 190$  samples/respondents. The required sample size is 190 respondents, rounded up. The sample criteria set for this study are as follows:

1. Part of Generation Z, i.e., individuals aged 17–27 years.
2. TikTok app users.
3. Have purchased local clothing, either directly through TikTok or influenced by content on TikTok.

#### 3.4 Operationalization of Variables

This study involves three exogenous variables and one endogenous variable. The exogenous variables used include Viral Marketing (X1), Content Marketing (X2), and Brand Image (X3). These three variables function as factors that influence or cause changes to the endogenous variable. The endogenous variable, which is the variable influenced by changes in exogenous variables, in this study is Purchase Decision (Y). The four variables are operationalized through a number of indicators designed to measure each aspect of the variables studied. The description of the indicators for each variable is explained in the following section.

Variable	Operational Definition	Indicator	Scale	Source
<b>Purchase Decision (Y)</b>	The consumer purchasing decision process involves five stages that individuals go through before reaching a purchasing decision, and continues until the stage after the purchase is made (Kotler & Keller, 2016).	a. Product selection b. Brand selection c. Distributor selection d. Time of purchase e. Purchase quantity	Likert	Kotler & Keller., (2016).
<b>Viral Marketing (X1)</b>	<i>Viral marketing is a marketing strategy that relies on electronic Word of Mouth (e-WOM), which enables faster distribution of information</i>	a. Electronic media b. Engagement with the product	Likert	Wiludjeng & Nurlela, (2013)

	<i>through various social media platforms (Kotler &amp; Keller, 2016).</i>	c. Knowledge about the product d. Discussions about the product e. Reducing uncertainty		
<b>Content Marketing (X2)</b>	<i>Content marketing is a marketing strategy that focuses on presenting valuable and relevant content, with the aim of attracting and retaining the audience's attention (Fahimah &amp; Munfarida (2023)</i>	a. Relevance b. Accuracy c. Value d. Ease of understanding e. Ease of discovery f. Consistency	Likert	Milhinhos, 2015
<b>Brand Image (X3)</b>	<i>Brand image refers to consumers' perceptions of a brand, which are formed from consumers' memories and experiences with the product, and are influenced by individuals' impressions or assessments of the brand (Firmansyah, 2020).</i>	a. Corporate Image b. User Image c. Product Image	Likert	(Firmansyah, 2020)

### 3.5 Research Model

This study uses inferential statistical analysis, which is a method for analyzing sample data to draw conclusions that can be generalized to the population (Sugiyono, 2019). The collected data were analyzed quantitatively to test the effect of exogenous variables on endogenous variables. The analysis was conducted using the Structural Equation Modeling - Partial Least Squares (SEM-PLS) method using SmartPLS version 4.0 software. The SEM-PLS technique was chosen because it is capable of analyzing relationships between latent constructs simultaneously, handling complex models, and is suitable for small to medium sample sizes (Hair et al., 2021).

## 4. Discussion

### 4.1. Descriptive Statistics

Based on the description of the respondents, the majority of respondents in this study were women (77.3%) residing in Bogor Regency, with the age group dominated by those aged 21–24 years (63.9%) who belong to Generation Z. In terms of profession, most respondents were students (73.1%), reflecting a segment of young consumers who are active and interested in local clothing products.

In addition, the majority of respondents had monthly expenditures in the range of IDR 500,001 - IDR 1,500,000, indicating a medium purchasing power that supports the consumption of local clothing. Social media usage, particularly TikTok, is quite intense, with the longest duration being 1–2 hours per day (31.9%). This finding confirms the relevance of social media as the main channel for digital marketing, while also showing the characteristics of young consumers who are the target of this study.

### 4.2. Descriptive Statistics

Based on the bootstrapping test results shown in Figure 6, it is known that all exogenous variables, namely Viral Marketing, Content Marketing, and Brand Image, have a significant effect on Purchase Decisions, as indicated by p-values of 0.000, 0.004, and 0.001 ( $p < 0.05$ ), respectively. This indicates that these three variables are statistically proven to contribute to the formation of consumer decisions in making purchases. In addition, the R-square ( $R^2$ ) value is 0.550 for the Purchasing Decision variable.

Variable	Original sample (O)	T statistics ( O/ST DEV )	P values	Results	Hypothesis
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<i>Viral Marketing</i> -> Purchase Decision	0.405	4.5 38	0 .000	Significantl y Positive	Acce pted
<i>Content Marketing</i> -> Purchase Decision	0.254	2.9 00	0 .004	Significantl y Positive	Acce pted
<i>Brand Image</i> -> Purchase Decision	0.249	3.4 50	0 .001	Significantl y Positive	Acce pted

Table 2 R-Square

Table 2 above shows that the R Square value for the endogenous variable of Purchase Decision is 0.550, which means that 55.0% falls into the moderate category. Based on these results, it can be seen that the decision to purchase local clothing in the Bogor Regency is influenced by 55.0% by the variables of Viral Marketing, Content Marketing, and Brand Image. The remaining percentage is influenced by other variables outside the scope of this study.

Variable	Original sample (O)	T statistics ( O/STD EV )	P values	Results	Hypot hesis
<i>Viral Marketing</i> -> Purchase Decision	0.405	4.5 38	0. 000	Significantly Positive	Accep ted
<i>Content Marketing</i> -> Purchase Decision	0.254	2.9 00	0. 004	Significantly Positive	Accep ted
<i>Brand Image</i> -> Purchase Decision	0.249	3.4 50	0. 001	Significantly Positive	Accep ted

Table 3 Hypothesis Testing

The table above can be summarized as follows:

1. H1: Viral marketing has a significant positive effect on the decision to purchase local clothing in the Bogor Regency area.
2. H2: Content marketing has a significant positive effect on the decision to purchase local clothing in the Bogor Regency area.
3. H3: Brand image has a significant positive effect on the decision to purchase local clothing in the Bogor Regency area.

Based on the above results, it can be seen that all hypotheses are accepted. This indicates that the values shown in the table, all hypotheses are accepted because the T statistics and P values meet the criteria for statistical significance. In general, hypotheses in quantitative research can be accepted if the T statistics value is  $> 1.96$  and the P value is  $< 0.05$ , indicating that the relationship between the exogenous and endogenous variables is significant at a 95% confidence level.

In this data, the T statistics values for the three hypotheses are 3.450, 2.900, and 4.538, respectively, all of which are greater than 1.96. This indicates that the influence of each exogenous variable on the endogenous variable is statistically significant. In addition, the P values for the three are 0.001, 0.004, and 0.000, all of which are below the significance threshold of 0.05, reinforcing the evidence that the tested relationship did not occur by chance. Thus, it can be concluded that the three hypotheses proposed in the study are supported.

#### a. The Effect of Viral Marketing on Local Clothing Purchase Decisions

The results of this study indicate that viral marketing has a positive and significant effect on Gen Z's decision to purchase local clothing in Bogor Regency, with an original sample (O) value of 0.405, a P-value of 0.000 ( $< 0.05$ ), and a T-statistic of 4.538 ( $> 1.96$ ). This means that the stronger the application of viral marketing, the higher the tendency for Gen Z to make purchases. These findings are in line with Zaerofi et al. (2021) and Qotimah and Subarjo (2025), who both prove that viral marketing significantly influences trust and purchasing decisions, despite differences in product context and consumer segments.

This study also found that product engagement indicators were the most dominant aspect of viral marketing, while electronic media and product discussion indicators were less significant despite high average responses. This shows that the success of viral marketing is highly dependent on the psychographic context of the audience and the quality of content that can build emotional and cognitive engagement. Therefore, local clothing businesses need to focus their strategies on creating interactive content, increasing consumer knowledge, and strengthening communication between users so that viral marketing can be more effective.

#### b. The Effect of Content Marketing on Local Clothing Purchase Decisions

The results of this study indicate that Content Marketing has a positive and significant effect on Gen Z's decision to purchase local clothing in Bogor Regency, with an original sample (O) value of 0.254, a P-Value of 0.004 ( $< 0.05$ ), and a T-statistic of 2.900 ( $> 1.96$ ). This finding is in line with the research by Cahyaningtyas and Wijaksana (2021) and Girsang and

Aprinawati (2024), which both show a significant influence of content marketing on product purchasing decisions, despite differences in platform context and product type.

This study found that relevance is the most dominant indicator in content marketing, while ease of understanding has the lowest value. These results confirm that the effectiveness of content marketing is contextual and greatly influenced by audience characteristics, delivery media, and the suitability of content to consumer needs. Therefore, local clothing businesses need to produce content that is relevant, accurate, valuable, easy to understand, and easily accessible in order to drive Gen Z purchasing decisions more effectively.

### c. The Influence of Brand Image on Local Clothing Purchase Decisions

The results of this study indicate that Brand Image has a positive and significant influence on Gen Z's decision to purchase local clothing in Bogor Regency, with an original sample (O) value of 0.249, P-Value 0.001 ( $< 0.05$ ), and T-statistic 3.450 ( $> 1.96$ ). This finding is consistent with the research by Aliyya and Nuriyah (2024) and Alfonsius and Fransiska (2022), which both confirm that positive perceptions of a brand are a key factor in driving purchasing decisions, despite differences in product context and consumer segmentation. In this study, User Image was the most dominant indicator, while Product Image was the lowest, indicating that Gen Z is more influenced by the social image of product users than by aspects of corporate image or product characteristics. This is in line with the tendency of Gen Z to be sensitive to social representation as a reflection of self-identity. Therefore, local clothing businesses need to strengthen their brand image, especially in terms of Corporate Image, which still shows a lower contribution, in order to more effectively increase purchasing decisions among Gen Z.

## 5. Conclusion

This study confirms that Viral Marketing, Content Marketing, and Brand Image significantly influence Gen Z's purchase decisions for local clothing in Bogor Regency, with Viral Marketing as the dominant factor. The findings contribute by guiding local clothing businesses to optimize TikTok strategies through engaging and identity-driven content while strengthening brand image. They also provide a foundation for future research to explore additional variables and digital platforms in shaping Gen Z consumer behavior.

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