

## **ABSTRACT**

*In recent years, fashion brands in Indonesia have increasingly leveraged short-form video content on TikTok to reach Gen Z consumers through trends such as hauls, try-ons, and OOTD, which are perceived as more creative, fast-paced, and personal. Recent studies have attempted to address the question of what types of content are most effective in engaging Gen Z; however, the findings remain mixed and often do not explore the characteristics of content in depth. This raises new questions about the specific factors that make fashion content on TikTok influential in shaping Gen Z's purchase decisions. Therefore, this study focuses on the effects of content characteristics, namely trustworthiness, expertise, attractiveness, authenticity, and brand heritage, within the context of Gen Z consumers in Semarang.*

*This research employs an explanatory quantitative design, with data collected through an online questionnaire distributed to 178 respondents selected using purposive sampling. The participants were Gen Z individuals aged 18 to 28, residing in Semarang, who had purchased fashion products via TikTok within the last six months. The data were analyzed using multiple linear regression with the aid of SPSS version 27. To examine potential non-linear relationships, quadratic terms were also tested for authenticity and brand heritage.*

*The results indicate that trustworthiness, expertise, attractiveness, and brand heritage have a positive and significant effect on purchase decisions. Furthermore, authenticity demonstrates a statistically significant U-shaped relationship, suggesting that both low and high levels of perceived authenticity can stimulate purchase behavior. In contrast, no significant quadratic effect was found for brand heritage. These findings highlight the importance of optimizing specific content characteristics to effectively attract Gen Z consumers and enhance conversion rates in the fashion sector through TikTok.*

*Keywords: purchase decision, promotion, social media content, fashion products, Gen Z*