


ANALISIS PENGARUH *VALUE PROPOSITION*, *PARASOCIAL RELATIONSHIP*, *CHATBOT*, DAN FITUR *VIRTUAL TRY-ON* TERHADAP KEPUTUSAN PEMBELIAN GENERASI Z PADA PRODUK *FASHION BAJU* DI *TIKTOK SHOP*: KONTRIBUSI TERHADAP PERTUMBUHAN EKONOMI DAN PENCAPAIAN *SDGS*

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *value proposition*, *parasocial relationship*, *chatbot*, dan fitur *virtual try-on* terhadap keputusan pembelian Generasi Z pada produk fashion pakaian di TikTok Shop, serta kontribusinya terhadap pertumbuhan ekonomi dan pencapaian *Sustainable Development Goals* (SDGs). Variabel independen dalam penelitian ini meliputi *value proposition*, *parasocial relationship*, *chatbot*, dan fitur *virtual try-on*, sedangkan variabel dependen adalah keputusan pembelian konsumen. Penelitian ini menggunakan pendekatan kuantitatif dengan metode *survei* terhadap 100 responden yang termasuk dalam Generasi Z. Teknik analisis data dilakukan menggunakan perangkat lunak IBM SPSS versi 27. Hasil penelitian menunjukkan bahwa secara parsial *value proposition*, *chatbot*, dan fitur *virtual try-on* berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen. Sebaliknya, *parasocial relationship* tidak berpengaruh signifikan terhadap keputusan pembelian secara parsial. Namun, secara simultan *value proposition*, *parasocial relationship*, *chatbot*, dan fitur *virtual try-on* berpengaruh positif dan signifikan terhadap keputusan pembelian. Temuan ini memberikan implikasi bagi pelaku UMKM *fashion* baju di TikTok Shop untuk mengoptimalkan strategi pemasaran digital melalui penguatan *value proposition*, *parasocial relationship*, pemanfaatan *chatbot*, serta penggunaan fitur *virtual try-on* guna meningkatkan keputusan pembelian konsumen Generasi Z dan pertumbuhan SDGs poin ke-8 di Indonesia.

Kata Kunci: *Value Proposition, Parasocial Relationship, Chatbot, Virtual Try-on, Keputusan Pembelian*

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ANALYSIS OF THE EFFECT OF VALUE PROPOSITION, PARASOCIAL RELATIONSHIP, CHATBOT, AND VIRTUAL TRY-ON FEATURES ON THE PURCHASING DECISIONS OF GENERATION Z FOR FASHION CLOTHING PRODUCTS ON TIKTOK SHOP: CONTRIBUTING TO SDGs ECONOMIC GROWTH AND ACHIEVEMENT

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Abstract

This study aims to analyze the effects of value proposition, parasocial relationship, chatbot, and virtual try-on features on Generation Z's purchase decisions for fashion apparel products on the TikTok Shop, as well as their contributions to economic growth and the achievement of the Sustainable Development Goals (SDGs). The independent variables in this study include value proposition, parasocial relationship, chatbot, and virtual try-on features, while the dependent variable is consumer purchase decision. This research employed a quantitative approach using a survey of 100 Generation Z respondents. Data analysis was conducted using IBM SPSS version 27. The results indicate that, in part, the value proposition, chatbot, and virtual try-on features have a positive and significant effect on consumer purchase decisions. In contrast, parasocial relationships do not have a significant partial effect on purchase decisions. However, simultaneously, value proposition, parasocial relationship, chatbot, and virtual try-on features have a positive and significant effect on purchase decisions. These findings have implications for fashion MSMEs on TikTok Shop, suggesting that they optimize digital marketing strategies by strengthening the value proposition, building parasocial relationships, using chatbots, and implementing virtual try-on features to enhance Generation Z's purchase decisions and contribute to the achievement of SDG 8 (Decent Work and Economic Growth) in Indonesia.

Keywords: *Value Proposition, Parasocial Relationship, Chatbots, Virtual Try-on, Purchasing Decision*