
"Analysing Verbal Communication Delivery and Marketing Mix Strategies on Tiktok: A Descriptive Study of Generation Z Users"

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ABSTRACT: This study aims to describe and analyze the profile of product, price, and delivery strategies among Generation Z TikTok application users who are students at Pamulang University residing in the Jabodetabek area. The primary research question focuses on identifying the characteristics and data distribution of these variables, alongside their impact on purchasing decisions and customer trust. A quantitative approach with a descriptive and verificative design was employed for this research. Data were gathered through observation, documentation, and the distribution of questionnaires to a sample of 225 respondents. The data analysis techniques included descriptive statistics, such as calculating central tendencies (mean, median, mode) and dispersion measures (standard deviation, variance), as well as data presentation via frequency tables and charts. The findings indicate that the Product variable achieved the highest average score of 4.67, placing it in the "Very Good" category, while the Price and Delivery variables were categorized as "Good". Data distribution shows that the delivery process acts as the most significant determinant in driving transactions, contributing strongly to purchasing decisions with an effect size (F^2) of 0.367. Based on these results, it can be concluded that while product quality is perceived as excellent, the effectiveness of information delivery and application interfaces are the primary factors ensuring transaction comfort for users. This research is expected to provide a foundational information for stakeholders in policymaking and serve as a reference for future academic studies.

KEYWORDS: Descriptive Statistics, Product Strategy, Price, Verbal Communication Delivery, Purchasing Decision, Generation Z

INTRODUCTION

The rapid evolution of digital technology has fundamentally transformed global consumer behavior, shifting the marketplace from traditional storefronts to dynamic electronic platforms. Indonesia, characterized by one of the world's most rapid increases in internet penetration, has become a strategic hub for social commerce. Central to this transformation is TikTok, which has evolved into a preeminent medium for digital transactions, boasting over 109.9 million monthly active users in Indonesia as of early 2023. This massive growth is primarily driven by Generation Z, the "Digital Natives" known for their technological fluency, desire for immediate gratification, and high reliance on social influencers. Within the academic environment, particularly among students at Pamulang University in the Jabodetabek region, this demographic represents a significant population of approximately 97,559 active users who are highly susceptible to digital marketing stimuli. Despite the vast market potential, preliminary research (prasurvei) reveals critical challenges that hinder the optimization of the user experience. Regarding the Product dimension, respondents noted significant discrepancies between the visual presentation in short videos and the actual items received. Price strategies are also under scrutiny due to perceived hidden costs and rapid price fluctuations that diminish consumer confidence. Furthermore, Verbal Communication Delivery the core of TikTok's interactive nature—often faces issues with information clarity, where persuasive narratives sometimes lack technical accuracy. These collective factors create a barrier to seamless Purchasing Decisions, as users remain cautious about transaction security and complex return protocols. Ultimately, these gaps directly impact Customer Trust, which is strained by the inconsistent credibility of content creators. Consequently, this study seeks to analyze how these integrated marketing and communication strategies can be optimized to foster robust purchasing behavior and long-term trust among Generation Z users.

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The factors influencing the product variable focus on attributes that provide both physical and functional satisfaction. According to the literature by Kotler and Keller (2016), key elements that determine product quality include performance, supporting features, and appealing design aesthetics. In the context of TikTok, this is further shaped by the reliability of the promoted

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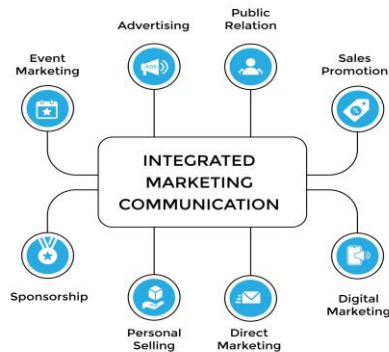
products to ensure they meet the visual expectations of Generation Z users, thereby creating superior value compared to competitors. The price variable is driven by the consumer's perception of value received relative to their financial sacrifice. Referring to the theories of Kotler and Armstrong (2018) and Indrasari (2019), the primary factors forming this variable are price affordability, the alignment between price and quality, and price competitiveness. For Generation Z, additional incentives such as discounts and shipping promotions serve as vital literary benchmarks in determining the effectiveness of pricing strategies within TikTok Shop. This delivery variable is closely linked to the effectiveness of human communication within digital platforms. Based on the literature by Effendy (2019) and principles of effective communication, the influencing factors include the message's ability to trigger attitude changes and shifts in opinion. On TikTok, this delivery is affected by the clarity of information, the persuasiveness of testimonial narratives, and real-time interaction during live streaming, which collectively drive social trends and the audience's lifestyle. Purchase decisions are influenced by various psychological and situational dimensions. In line with the decision-making model by Kotler and Armstrong (2016), the determining factors include transactional interest, referential interest (urging others to buy), and preferential interest. Furthermore, literature on exploratory interest is a crucial factor for Gen Z on TikTok, as they tend to seek in-depth information and compare reviews extensively before finalizing a transaction. Lastly, the customer trust variable is influenced by the perceived credibility of the service provider. Drawing from the literature of Mayer et al. (1995) and Mowen and Minor (2012), this trust is built upon three main pillars: the seller's ability, integrity in transactions, and benevolence (goodwill). These factors encompass the customer's confidence that the received product will remain consistent with the visual promises made on the application, as well as a sense of security when depending on TikTok's payment and service systems.

I. THEORETICAL FRAMEWORK

The theoretical framework of this study integrates Marketing Mix theory, Human Communication theory, and Consumer Behavior to analyze the dynamics of TikTok usage among Generation Z. The framework is structured as follows:

1. The Marketing Mix Strategy (X1 & X2) The foundation of this framework is built upon the classic Marketing Mix theory by Kotler and Armstrong (2018). It posits that a combination of the right Product (X1) attributes—such as performance, features, and design—and a strategic Price (X2)—including affordability and competitiveness—acts as the primary stimulus for consumers. For Generation Z, these elements are not just functional but also symbolic of value and quality in the digital marketplace.

2. Verbal Communication Delivery (X3) Integrating Effendy's (2019) theory of human communication, this study emphasizes the



"Delivery" aspect as a pivotal communicative stimulus. In the TikTok ecosystem, verbal communication is delivered through short-video narratives and live-streaming interactions. This variable focuses on how the clarity, empathy, and persuasiveness of the message (Verbal Delivery) can transform user attitudes and social perceptions, serving as a bridge between the brand's strategy and the consumer's mind.

3. Purchase Decision Process (Y) The framework adopts the Consumer Decision Model by Kotler and Keller (2016), which describes the stages an individual goes through before making a transaction. In this research, the Purchase Decision (Y) is viewed as the behavioral response triggered by the synergy of the Marketing Mix (Product and Price) and the effectiveness of Verbal Delivery. Factors such as transactional interest and exploratory interest are the key metrics used to measure this response among Gen Z users.

4. Customer Trust as an Outcome (Z) Drawing from the Trust Model by Mayer et al. (1995), the framework places Customer Trust (Z) as the ultimate implication of the marketing process. Trust is conceptualized through three pillars: Ability, Integrity, and

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Benevolence. The framework suggests that when the product performance and delivery align with the promises made on the platform, it fosters a sense of security and reliability, leading to long-term trust and brand loyalty.

5. Synthesis of the Framework In summary, this theoretical framework illustrates a causal flow where Marketing Mix Strategies (Product and Price) and Verbal Communication Delivery act as independent variables that simultaneously influence the Purchase Decision. Furthermore, this decision-making process serves as a precursor to establishing Customer Trust, which is the final objective of the descriptive and analytical study of Generation Z's behavior on TikTok.

III. RESEARCH METHODS

This study employs a quantitative descriptive design to systematically evaluate the research variables. In determining the sample size, this research follows the guidelines established by Hair et al., which suggest that the ideal sample size should be based on a ratio of 5 to 10 observations for every estimated parameter or indicator in the questionnaire. The descriptive data analysis was executed by processing the primary data from the respondents using Microsoft Excel. This analytical process involved calculating the total scores, mean values, and standard deviations for each variable, including Product, Price, Delivery, Purchasing Decision, and Customer Trust. These statistical results were then mapped onto a continuum scale to classify the respondents' perceptions into specific categories, such as 'Very Good' or 'Good.' This approach provides a robust empirical foundation for understanding the general trends and behavioral patterns of Generation Z TikTok users in the Jabodetabek area.

IV. RESULTS AND DISCUSSION

Table 1 Analysing Verbal Communication Delivery and Marketing Mix Strategies on TikTok: A Descriptive Study of Generation Z Users

VARIABLE	PRODUCT	PRICE	Verbal Communication Delivery	PURCHASING DECISION	CUSTOMER TRUST
Total Score	15,759	10,740	10,365	10,183	10,385
Average (Mean)	4.67	3.98	3.84	3.77	3.85
Standard Deviation	0.91	0.81	0.83	0.90	0.80
Range	4.20-5.00	3.40-4.19	3.40-4.19	3.40-4.19	3.40-4.19
Category	Very Good	Good	Good	Good	Good

1. Product Variable (X1) The Product variable achieved the highest evaluation among all parameters, with a total score of 15,759 and a mean value of 4.67. This score places the variable in the "Very Good" category. These results suggest that Generation Z users in Jabodetabek perceive TikTok's product offerings—including its innovative features, interface design, and functional quality—as exceptional. The high mean indicates that the product successfully fulfills the specific needs and high standards of this tech-savvy demographic.

2. Price Variable (X2) The Price variable recorded a total score of 10,740 with a mean of 3.98, falling into the "Good" category. This indicates that the pricing strategies on TikTok, such as the affordability of products, competitive price points, and the availability of discounts or promotions, are well-received. Although it did not reach the "Very Good" threshold like the product variable, the result shows that the price-to-value ratio is considered reasonable and attractive for the student segment.

3. Verbal Communication Delivery Variable (X3) For the Verbal Communication Delivery variable, the total score reached 10,365 with a mean of 3.84, placing it in the "Good" category. This reflects the effectiveness of the platform's communication methods, including live streaming interactions, influencer reviews, and promotional content. The data suggests that the way information is conveyed on TikTok is clear and persuasive enough to engage the audience, though there remains slight room for optimizing the delivery to match the high appeal of the products themselves.

4. Purchasing Decision Variable (Y) The Purchasing Decision variable obtained a total score of 10,183 and a mean of 3.77, which is categorized as "Good." While this is the lowest mean among the five variables, it still reflects a positive trend in consumer

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behavior. This score suggests that users have a solid intention and habit of buying products on the platform, although the decision-making process is likely influenced by a cautious evaluation of the other marketing mix elements.

5. Customer Trust Variable (Z) The Customer Trust variable secured a total score of 10,385 with a mean of 3.85, placing it in the "Good" category. This indicates that the respondents generally believe in the integrity, ability, and reliability of the platform. The standard deviation of 0.80—the lowest among all variables shows that respondent opinions regarding trust are the most consistent, indicating a unified perception that TikTok is a dependable medium for digital transactions.

V. CONCLUSIONS

The empirical findings of this study lead to the conclusion that the marketing ecosystem of TikTok effectively resonates with Generation Z users in the Jabodetabek region, primarily driven by an exceptional Product dimension that achieved a "Very Good" rating. This indicates that the platform's innovative features and functional quality serve as the most potent catalysts for user engagement. While the Price strategies and Verbal Communication Delivery are both categorized as "Good," they demonstrate a solid supporting role in reinforcing the platform's value proposition. Collectively, these marketing stimuli successfully foster a favorable environment for Purchasing Decisions, which are consistently rated as "Good." Although this decision-making process is characterized by a high degree of consumer selectivity, it serves as a critical bridge that translates marketing inputs into tangible actions. Ultimately, the synergy between these variables culminates in a robust level of Customer Trust, which attained a "Good" status with the highest level of respondent consensus. This confirms that a satisfying and consistent transactional journey on TikTok does not merely end at a sale but effectively solidifies long-term consumer confidence and platform integrity.

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