

***The AISAS Model in Mapping Consumer Purchasing Decisions in Jember City
Based on the Quality of TikTok Content #RacunShopee***

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ABSTRACT

The development of digital technology and the high penetration of social media usage in Indonesia have encouraged changes in consumer behavior in the purchasing decision making process. TikTok, as one of the applications with rapid user growth, has created the #RacunShopee content phenomenon, which consists of reviews, recommendations, and consumer experiences regarding products available on Shopee. This study focuses on consumer shopping behavior influenced by content quality on the TikTok platform, particularly the hashtag #RacunShopee. To achieve the research objectives, the researcher applied a quantitative approach with a descriptive design aimed at systematically describing and analyzing the phenomena that occur. Data were collected through a survey using questionnaires distributed to 50 respondents who met the research criteria. The selected respondent were TikTok users aged between 21 and 40 years and residing in city of Jember. To analyze the stages of consumer behavior, the study applied the AISAS model, which consist of five phases: attention, interest, search, action, and share. Meanwhile, the measurement of content quality was based on content marketing theory, which includes five main indicators: educates, informs, connects, entertains, and creates trustworthiness. Based on the research findings and data analysis, it was found that each stage of the AISAS model applied to #RacunShopee content on TikTok is at a good level. Furthermore, content quality has been proven to have a significant influence on the stages of consumer behavior as described through the AISAS model.

Keywords: AISAS Model, Consumer Purchasing Decisions, Content Quality
TikTok