



Research Article

The Influence of Product Quality, Content Marketing and Bandwagon Effect on Gen Z Consumer Satisfaction in Online Local Fashion Brands

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Abstract

The local fashion industry in Indonesia has experienced significant growth in recent years, particularly within the digital realm driven by the dominance of Generation Z as the largest internet user base. However, this rapid growth has created a gap between consumer expectations and the actual products received, which has the potential to undermine consumer satisfaction. This study aims to examine the impact of the bandwagon effect, content marketing, and product quality on Generation Z's satisfaction with local online fashion brands in Tasikmalaya Regency. Using a quantitative approach with an exploratory descriptive design, data were collected through a non-probability sampling method from 100 participants, following rigorous validity and reliability testing. The findings indicate that product quality, content marketing, and the bandwagon effect each partially exert a significant and positive influence on consumer satisfaction. Furthermore, when analyzed simultaneously, all three variables product quality, content marketing, and the bandwagon effect collectively have a significant and positive impact on Generation Z's satisfaction. These results underscore the importance of aligning digital marketing strategies and social trends with actual product standards to maintain and enhance customer satisfaction in the competitive online fashion market.

Keywords: Product Quality, Content Marketing, Bandwagon Effect, Consumer Satisfaction.

JEL Classification: M31, D12, M37

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1. Introduction

The development of the local fashion industry in Indonesia in recent years has experienced very significant growth, especially in the digital realm. Advances in information and communication technology have driven a major transformation in the way consumers access, evaluate, and buy fashion products. Data shows that the value of the fashion e-commerce market in Indonesia continues to increase consistently and is projected to reach US\$18.75 billion by 2025. This growth is also driven by the soaring number of national e-commerce businesses which will reach 4.40 million units in 2024.

(Jakpat., 2024) emphasizes this behavioral shift, noting that 64% of Indonesians now prefer purchasing clothes through official stores on e-commerce platforms, compared to only 25% who still shop offline. Amidst this digital transformation, Generation Z (Gen Z) has emerged as the most dominant consumer group. According to official data from Statistics Indonesia (BPS), Gen Z represents the largest demographic segment in the country, accounting for approximately 27.94% of the total population, or equivalent to roughly 75.49 million people. As a digital-native generation with the largest population share, Gen Z serves as the primary driver of digital penetration and the most active internet user group in the nation. This demographic and digital dominance makes them the most strategic yet challenging market segment for local online fashion brands.

However, this massive market potential is still confronted with real challenges regarding consumer satisfaction. Data from (Katadata & IPB University., 2024) reveals a crucial phenomenon where 38% of consumers complain about products not matching their descriptions, as well as issues with improper sizing. This condition reflects a significant gap between consumer expectations and the reality of the product quality received, which has the potential to undermine customer loyalty.

In addition to product quality, content marketing strategies are a key factor in attracting the attention of Gen Z who have the characteristics of short attention spans. The use of authentic and relevant content on platforms like TikTok has been shown to be able to build emotional connections and influence their purchase intentions. On the other hand, the psychological phenomenon of the bandwagon effect also greatly affects the consumption behavior of Gen Z. Viral products often trigger a fear of missing out, although this can be like a double-edged sword if the actual product quality does not meet the expectations of existing trends.

Although many theories support the influence of these factors, empirical studies show inconsistent results. A critical research gap exists because the bandwagon effect is rarely examined in direct relation to consumer satisfaction the vast majority of prior studies focus strictly on initial purchasing decisions. Investigating this direct relationship is crucial, as post-purchase satisfaction determines long-term customer retention, which cannot be explained by purchasing decisions alone. Furthermore, comprehensive research models integrating product quality, content marketing, and the bandwagon effect simultaneously within local fashion MSMEs remain scarce. Therefore, this study aims to examine the direct impact of Product Quality, Content Marketing, and the Bandwagon Effect on Gen Z Consumer Satisfaction in the context of Online Local Fashion Brands, thereby offering a novel perspective on post-purchase behavior.

2. Literature Review and Hypothesis

Product Quality

According to (Istiyanto, B., & Nugroho, 2017), product quality is defined as the characteristics of a product to meet the desires or needs of consumers. This perspective emphasizes that Quality is considered as the reliability or characteristic of a product to satisfy stated and implied needs. In the context of the fashion industry, product quality is often measured through the physical condition of the goods based on conformity with established measurement standards, such as seam neatness and size accuracy.

According to (Kotler, P., & Keller, 2022) customer satisfaction continues to be determined by the comparison between actual product performance and customer expectations. However, in today's digital era, these expectations are heavily influenced by the content marketing that customers consume online. Therefore, the quality of both physical and digital products becomes a key element that directly shapes digital consumer post-purchase behavior, whether in the form of satisfaction, loyalty, or electronic word-of-mouth (e-WOM) on social media. This is reinforced by (Fauziah, 2022) which found that product quality is a significant predictor of consumer satisfaction in the fashion business. Quality consistency, both in terms of performance, features, and reliability, is a crucial aspect in creating sustainable satisfaction for digital-native consumers.

Content Marketing

According to (Forbes. (2023)., n.d.) Content marketing is considered as a way of selling by sharing consistent, interesting and valuable content to attract each audience. This strategy is crucial for local online fashion brands to build an emotional relationship with Gen Z who have the characteristics of short attention spans. High-quality, authentic, and concise content can build consumer trust and confidence in a brand.

Theoretically, the relationship between content marketing and satisfaction can be explained through the Content Marketing Theory put forward by (Kotler, P., Kartajaya, H., & Setiawan, 2017) in the era of Marketing 4.0. They emphasize that relevant and valuable content is the most effective tool for building an emotional connection between brands and digital consumers. Research (Muhyiddin et al., 2026) It also shows that content marketing on social media contributed significantly to consumer satisfaction, especially through the dimensions of reader understanding and persuasion skills.

Bandwagon Effect

According to (Rika Eliana & Ruth Ayala Anggeina, 2025) The bandwagon effect is the tendency of individuals to adopt a certain style, behavior, or attitude because they see others doing the same. In the local online fashion industry, this phenomenon is evident in products that have gone viral on platforms like TikTok and Instagram. This psychological tendency encourages individuals to follow trends not based on independent judgment, but because of social influences or the desire to conform.

This approach is based on Social Proof Theory (SPT), which states that individuals tend to make the behavior of others the main reference in decision-making. Research (Rahman et al., 2024) provides an empirical basis that this influence of following is a very strong consumer behavior factor. Although often associated with purchasing decisions, this effect also affects consumer satisfaction through the formation of social expectations; If the trend followed provides the expected status recognition, then consumer satisfaction will increase. Ningsih & Fikriah (2023), in their research published in the *Iqtishoduna* journal, assert that the bandwagon effect mediates consumer judgment toward viral products, wherein the fulfillment of social expectations regarding the trend leads to a higher level of consumer satisfaction.

Consumer Satisfaction

(Kotler, P., & Keller, 2022) Consumer satisfaction is considered a feeling of sadness or happiness that results from the difference between expectations and a product's performance. In this discussion, satisfaction is used as the dependent variable (Y) which was influenced by product quality, content strategy, and the influence of social trends.

Theoretically, this is supported by the Expectation-Confirmation Theory (ECT), which explains that satisfaction is formed from the confirmation process between expectations before purchase and actual perceived performance. For Gen Z in Tasikmalaya Regency, this satisfaction is not only reflected in the physical quality of the goods, but also in the emotional value obtained through digital interaction and social validation of their environment.

Based on this description, the researcher conducted a study with the topic "The Influence of Product Quality, Content Marketing and Bandwagon Effect on Gen Z Consumer Satisfaction in Online Local Fashion Brands". The formulation of the problems resulting from this topic is as follows:

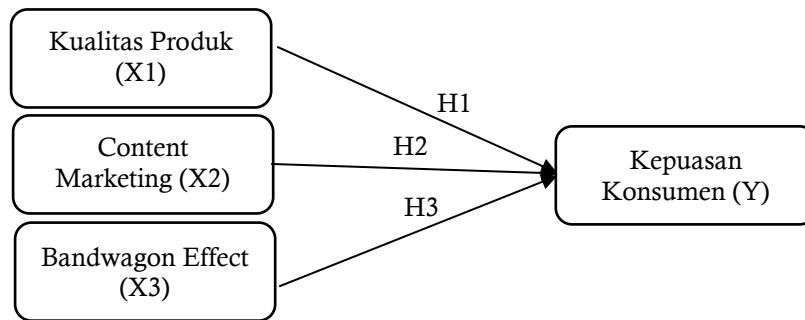


Figure 1. Framework

Figure 1 shows a framework of thought based on the identification of the problem and the theoretical studies that have been described. A study by Fauziah (2022) states that product quality is a significant predictor in determining customer satisfaction in the fashion industry. The level of satisfaction will be created if the consumer feels that the physical characteristics and function of the product received are in accordance with the expected standards. Based on these arguments, product quality contributes positively to Generation Z consumer satisfaction. Therefore, the following hypothesis is proposed: H1: Product quality contributes positively to Generation Z consumer satisfaction. H2: Content marketing berkontribusi positif terhadap kepuasan konsumen Generasi Z. H3: Bandwagon Effect berpengaruh positif terhadap kepuasan konsumen Generasi Z.

3. Data and Method

This study was conducted to identify cause and effect variables, then examine the relationship between the variables being tested. The independent variables include product quality, content marketing, bandwagon effect. The dependent variable is consumer satisfaction.

Population and Research Sample

The population in this study consists of all individuals belonging to Generation Z (born between 1997 and 2012) residing in Tasikmalaya Regency who have purchased local fashion products online. According to data from the Central Bureau of Statistics (BPS) of Tasikmalaya Regency in 2024, the population aged 14–27 years (the economically active age range of Gen Z) in Tasikmalaya Regency is estimated to be approximately 185,000 people. Therefore, the population in this study is categorized as a large yet finite population. Due to the finite population size, the Cochran formula was utilized to determine the total number of participants, resulting in a sample size of 100 respondents. The sample was selected using a non-probability purposive sampling method, which is a sampling technique based on specific criteria to obtain representative data. The predetermined criteria for the sample in this study require that respondents must have purchased local fashion products online at least twice or within the last six months.

Data Type and Source

In this research, primary data is relied upon which is obtained from each subject. Primary data was chosen to obtain up-to-date information on Gen Z consumers' perceptions and behaviors towards the variables studied in 2026.

Data Collection Techniques

Data was collected from a structured questionnaire that was formed as closed questions and measured on a Likert scale of 1-5 in order to understand the scale of respondents' agreement, ranging from Strongly Disagree (1) to Strongly Agree (5).

Data Analysis Techniques

This study uses the SPSS (Statistical Package for Social Sciences) software application to process the data. The stages of data analysis are carried out systematically as follows:

1. Validity Test

A validity test is used to determine the extent to which a research instrument (questionnaire) is accurate and precise in measuring what it intends to measure. In this quantitative research, measurement is conducted using Construct Validity through the Pearson Product-Moment Correlation method. Technically, the measurement process is as follows, Each item score is correlated with the total score of the respective variable. The resulting correlation coefficient is referred to as the calculated r-value (r_{count}). This calculated r-value is then compared with the table r-value (r_{table}) at a significance level (α) of 5% (0.05) and degrees of freedom $df = n - 2$ (where n is the number of samples used in the instrument pre-test). Following the authority of (Sugiyono., 2019), the decision-making criteria for the validity test are as follows:

- If $r_{\text{count}} > r_{\text{table}}$, the item is declared **valid**.
- If $r_{\text{count}} < r_{\text{table}}$, the item is declared **invalid**.

2. Reliability Test

To evaluate the internal consistency and reliability of the questionnaire, this study employs the Cronbach's Alpha internal consistency test, adhering to the methodological frameworks established by Sugiyono (2019) and supported by (Ghozali, 2018) The reliability criteria for the research instruments are defined as follows:

- **Reliable:** A variable or instrument is deemed reliable if the Cronbach's Alpha coefficient is greater than 0.60 ($\alpha > 0.60$).
- **Unreliable:** A variable or instrument is considered unreliable if the Cronbach's Alpha coefficient is less than 0.60 ($\alpha < 0.60$).

3. Method of Successive Interval (MSI)

Before entering into regression analysis, data transformation is carried out using MSI to convert ordinal-scale data to interval scale to meet parametric statistical requirements. The Method of Successive Intervals (MSI) is applied because Likert scale data is inherently ordinal, whereas regression analysis strictly requires interval-level data.

4. Analysis of the Return Linier Berganda

It is used to determine the influence of Product Quality (X1), Content Marketing (X2), and Bandwagon Effect (X3) on Consumer Satisfaction (Y) partially or simultaneously.

5. Test Hypothesis

The t-test is used to understand the contribution of each independent variable to its partial dependent variable. The F-test is used to understand the contribution of each independent variable to its simultaneous dependent variable. The Coefficient of Determination test measures how well a model can explain the variation in the dependent variable.

4. Results

Validity Test

This was done to determine whether each statement in the questionnaire adequately represented the constructs of the study being measured: product quality, content marketing, bandwagon effect and consumer satisfaction. Valid instruments serve as an important basis so that the data obtained can reflect customer perception of Online Local Fashion Brands.

Table 1. Validity Test Results

Statement Item	Indicator	R count	R table	Information
Product Quality(X1)				
The fashion products I received had neat and strong stitches.	X1.1	0,872	0,196	VALID
The product size corresponds to the standard size table in the description.	X1.2	0,855	0,196	VALID
The color of the product corresponds to the photo in the storefront of the online storefront.	X1.3	0,886	0,196	VALID
Content Marketing(X2)				
Product photos and videos look professional and aesthetic.	X2.1	0,839	0,196	VALID
The content presents detailed information regarding the advantages of the material.	X2.2	0,727	0,196	VALID

The testimonials of other buyers made me feel confident to buy.	X2.3	0,852	0,196	VALID
Bandwagon Effect (X3)				
Bought because many friends in the neighborhood wear it.	X3.1	0,760	0,196	VALID
Influencer recommendations influence purchasing choices.	X3.2	0,795	0,196	VALID
Wearing popular local brands increases prestige.	X3.3	0,844	0,196	VALID
Consumer Satisfaction (Y)				
The quality of the products received is in line with the expectations of the advertisement.	Y	0,741	0,196	VALID
Remain a loyal customer despite the choice of other brands.	Y	0,841	0,196	VALID
Be willing to recommend the product to friends or family.	Y	0,831	0,196	VALID

Source: Primary data that has been processed, 2026

As seen in table 1, all the variables of product quality, content marketing, bandwagon effect and consumer satisfaction have calculated r-values that exceed the r-value of the table ($r_{\text{calculated}} > r_{\text{table}}$). The critical r-value with $df = n - 2 = 98$ at $\alpha = 0.05$ (two-tailed) is 0.1966. So it can be assumed that all elements of the variable are valid.

Reliability Test

This test functions to examine the scale of the instrument's accuracy in measuring the construct being studied. A reliable instrument shows that the statement item in a variable is capable of producing consistent and reliable measurement results, and is therefore reliable for use in further analysis.

Table 2. Reliability Test Results

Variables	N Off Items	Cronbach Alpha	Criteria	Information
Product Quality	3	0,845	0,60	RELIABEL
Content Marketing	3	0,749	0,60	RELIABEL
Bandwagon Effect	3	0,724	0,60	RELIABEL
Consumer Satisfaction	3	0,728	0,60	RELIABEL

Source: Primary data that has been processed, 2026

Based on table 2, each variable studied has a Cronbach alpha value that exceeds the significance level ($\text{Cronbach alpha} > 0.60$), so it can be stated that all variables studied can be reliable.

Normality Test

The normality test in this study utilizes the One-Sample Kolmogorov-Smirnov method with a Monte Carlo simulation approach. The Monte Carlo method was chosen because the standard asymptotic method (Asymp. Sig.) tends to be sensitive to data variations at a sample size of $n = 100$. The Monte Carlo approach works by simulating random data replications to generate a significance value (p-value) that is more accurate, objective, and free from sample size bias.

Table 3. Kolmogorov Smirnov (KS) Monte Carlo

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters^{a,b}	Mean	,0000000
	Std. Deviation	1,22303490
Most Extreme Differences	Absolute	,058
	Positive	,058
	Negative	-,058

Test Statistic		,058
Asymp. Sig. (2-tailed)^c		,200 ^d
Monte Carlo Sig. (2-tailed)^e	Say.	,540
	99%	,527
	Confidence	,553
	Lower Bound	
	Interval	
	Upper Bound	

Source: SPSS Version 27 Results

Based on the analysis results, the Monte Carlo Sig. (2-tailed) value obtained is 0.540. Since this value is greater than 0.05 ($0.540 > 0.05$), it can be concluded that the residual values in the regression model for the variables Product Quality (\$X_1\$), Content Marketing (\$X_2\$), and Bandwagon Effect (\$Y\$) are normally distributed.

Multicollinearity Test

This serves to determine whether there is a strong relationship between independent variables in a model. The presence of multicollinearity can cause instability in the regression coefficient and complicate the interpretation of contribution of each variable tested.

Table 4. Multicollinearity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Say.	Collinearity Statistics	
	B	Hours Error	Beta			Tolerance	LIVE
1 (Constant)	1,852	,784		2,361	,020		
Quality Products	,201	,070	,256	2,852	,005	,560	1,785
Content Marketing	,353	,087	,382	4,061	<,001	,511	1,956
Bandwagon Effect	,283	,066	,310	4,270	<,001	,857	1,167

a. Dependent variable: Consumer Satisfaction

Source: SPSS Version 27 Results

From the table, the VIF results for the independent variables are <10, for product quality 1.785, content marketing 1.956 and bandwagon effect 1.167, then the tolerance results for each independent variable are >0.10, which means that there are no symptoms or constraints on multicollinearity among the independent variables in the tests conducted by the researcher. The test has been well calculated to obtain results that can be proven to be valid.

Heteroscedasticity Test

This serves to check the instability of variance in a model. If heteroscedasticity occurs, regression models can result in inefficient estimates and reduce the reliability of the study's conclusions.

Table 5. Heteroscedasticity Test Results – Glejser Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Say.
	B	Hours Error	Beta		
1 (Constant)	,346	,484		,716	,475
Quality Products	-,052	,043	,160	-1,199	,234
Content Marketing	-4,408	3,750	-,118	-1,175	,243
Bandwagon Effect	-,001	,041	,002	-,014	,989

a. Dependent Variable: ABS_RES

Source: SPSS Version 27 Results

Based on table 4, using a statistical test known as the glycer test, the significance level for each variable exceeds 0.05. Therefore, it can be concluded that the regression model used in this study does not show heteroscedasticity. Furthermore, it can be stated that there are no independent variables that show heteroskepticism.

Analysis of the Regresi Linier Berganda

Table 6. Multiple Linear Regression Analysis Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Say.
	B	Hours Error	Beta		
1 (Constant)	1,852	,784		2,361	,020
Quality Products	,201	,070	,256	2,852	,005
Content Marketing	,353	,087	,382	4,061	<,001
Bandwagon Effect	,283	,066	,310	4,270	<,001

a. Dependent variable: Consumer Satisfaction

Source: SPSS Version 27 Results

Based on the analysis in Table 5, Content Marketing (X₂) is the strongest predictor of Consumer Satisfaction (Y) with the highest Beta coefficient (0.382), outperforming Product Quality (X₁ = 0.256) and the Bandwagon Effect (X₃ = 0.310). This finding highlights the key characteristics of Gen Z as digital consumers, Gen Z does not merely purchase the physical function of a product; they actively seek value, aesthetics, and engagement delivered through creative content. It proves that in the digital era, consumer satisfaction is no longer solely dominated by product performance, but is significantly driven by the quality of digital communication.

Partial Hypothesis Test (t-test)

Table 7. Test Results t

Model	Unstandardized Coefficients		Standardized Coefficients	t	Say.
	B	Hours Error	Beta		
1 (Constant)	1,852	,784		2,361	,020
Quality Products	,201	,070	,256	2,852	,005
Content Marketing	,353	,087	,382	4,061	<,001
Bandwagon Effect	,283	,066	,310	4,270	<,001

a. Dependent variable: Consumer Satisfaction

Source: SPSS Version 27 Results

Based on table 6 in the following:

1. The resulting sig for product quality (X₁) is 0.005 (< 0.05). Then the calculated t is 2.852 > t table, it is assumed that product quality (X₁) contributes significantly to consumer satisfaction (Y).
2. The resulting sig for content marketing (X₂) is 0.000 (<0.05). Then the calculated t is 4.061 > t table, it is assumed that content marketing (X₂) contributes significantly to consumer satisfaction (Y).
3. The sig for the bandwagon effect (X₃) is 0.000 (<0.05). Then the calculated t is 4.270 > t table, it is assumed that the bandwagon effect (X₃) contributes significantly to consumer satisfaction (Y).

Simultaneous Hypothesis Test (F Test)**Table 8. Test Results F**

Anova ^a					
	Model	Sum of Squares	df	Mean Square	F
1	Regression	193,224	3	64,408	41,754
	Residual	148,086	96	1,543	
	Total	341,310	99		

Say. < ,001^b

a. Dependent Variable: Consumer Satisfaction
b. Predictors: (Constant), Bandwagon Effect, Product Quality, Content Marketing
Source: SPSS Results Version 27

From this table, the F value is 41.754 with a probability of 0.001. Where F is calculated > F tables and significant numbers are smaller than 0.05 (5%). Thus, it can be concluded that the model used to test the influence of product quality, content marketing and bandwagon effect on consumer satisfaction is a fit model. The regression equation can be stated to be significant, interpreted if each independent variable contributes significantly to consumer decisions.

Coefficient Determination Test**Table 8. Test Results R Square**

Model Summary				
Model	R	R. Square	Adjusted R Square	Std. Error of the Estimate
1	,752 ^a	,556	,553	1,242

a. Predictors: (Constant), Bandwagon Effect, Product Quality, Content Marketing
Source: SPSS Version 27 Results

Based on the table, the resulting R Square value is 0.556. This indicates that the independent variables product quality (X1), content marketing (X2), and the bandwagon effect (X3) simultaneously contribute 55.6% to customer satisfaction (Y). Meanwhile, the remaining 44.4% is explained by other factors outside this model. Therefore, future research is recommended to explore other potential variables that were omitted, such as brand image, customer service, price, or delivery experience.

5. Discussion**The Effect of Product Quality on Consumer Satisfaction**

It is concluded that product quality contributes significantly and positively to Gen Z consumer satisfaction with local online fashion brands. This indicates that elements such as product performance, additional features, reliability, and conformity to specifications are the main factors that determine satisfaction. Gen Z tends to judge products based on the physical qualities they receive compared to their initial expectations.

The results are relevant to (Fauziah, 2022) study, which found that product quality is a significant predictor of consumer satisfaction in the fashion business. In addition, in accordance with the Service-Dominant Logic (SDL) theory, the value of a product is created through the process of use by consumers, so that the perceived quality will have a direct impact on their satisfaction level.

The Influence of Content Marketing on Consumer Satisfaction

Content marketing contributes positively to Generation Z consumer satisfaction. For Gen Z who tend to have short attention spans, authentic and concise content helps build trust and an emotional connection with brands.

Relevant to the study by (Muhyiddin et al., 2026) which found that TikTok content marketing contributes to consumer satisfaction. The use of content that is able to provide understanding, motivation, and subtle persuasion to consumers is the key to improving their positive experience with local fashion brands.

The Effect of the Bandwagon Effect on Consumer Satisfaction

The bandwagon effect positively contributes to Generation Z consumer satisfaction, driven by status-seeking and interpersonal influences, as supported by Social Proof Theory and (Rahman et al., 2024). However, this effect can be a double-edged sword. When viral social media trends create high expectations that the actual product fails to meet, consumers experience post-purchase cognitive dissonance, leading to dissatisfaction (Srigustini, S., & Aisyah, 2021). This is heavily supported by data from (Katadata & IPB University., 2024) where the main complaints in online fashion are discrepancies in product descriptions (38%) and incorrect sizing (28.08%). This discrepancy occurs because fashion products require precise physical suitability. For utility-focused consumers, social proof loses its impact if the tangible quality is poor. Thus, the bandwagon effect's influence on satisfaction is highly conditional and must be sustained by actual product quality.

6. Conclusion

Gen Z consumer satisfaction with local online fashion brands is positively and significantly influenced by product quality, content marketing, and the bandwagon effect. Notably, content marketing serves as the strongest predictor in shaping the satisfaction of this digital-native generation. Furthermore, the bandwagon effect remains highly significant, proving that social trends and viral moments act as powerful drivers of consumer satisfaction, even though they are often conceptualized as irrational behaviors. To effectively boost sales and satisfaction among Gen Z consumers, local fashion MSMEs must look beyond material and stitching quality and adopt concrete digital marketing strategies, Shift from general branding to producing behind-the-scenes content, such as shopping videos or production vlogs.

Limitations and avenue for future research

The limitation of this study lies in the focus of variables that are limited to external factors and data that only cover the Tasikmalaya area, so the generalization of the results is limited. The cross-sectional design of the study has also not been able to capture changes in Gen Z consumer behavior in the long term. Future research is expected to expand geographical coverage as well as add other variables such as brand image or consumer trust to enrich the perspective of marketing management.

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