

Social Media as a Source of Product Information among Generation Z: An Analysis of Usage Patterns, Platform Preferences, and Trust Factors

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ABSTRACT

Social media has evolved into a primary source of product information for Generation Z, but studies comprehensively examining the relationship between social media platform usage patterns and trust factors remain limited. This study aims to analyze the relationship between the most frequently used platforms, product reference platforms, and daily usage duration with Generation Z's trust in product information, as well as its association with perceptions of content attractiveness and information quality. The research uses a descriptive quantitative approach with purposive sampling of 100 Generation Z respondents in Bogor City. Data were collected through a social media usage pattern questionnaire and Likert scale statements (1–5) measuring information quality, content attractiveness, and trust. The data were then analyzed using cross-tabulation with Chi-Square and Cramer's V tests. The results indicate that TikTok and Instagram dominate both daily usage and product reference platforms. Among the five cross-tabulations conducted, only the relationship between the most frequently used platform and content attractiveness was found to be significant ($\chi^2 = 21.409$; $p = 0.018$; Cramer's $V = 0.327$), with TikTok and Instagram recording 74.5% and 74.4% of respondents, respectively, in the high-attractiveness category. The relationship between platform usage and trust as well as information quality was not found to be significant, suggesting that Generation Z's trust is influenced more by intrinsic content factors than by platform choice. These findings provide strategic implications for businesses in designing effective digital marketing content targeting the Generation Z segment.

INTRODUCTION

The rapid development of information and communication technology has brought fundamental changes in how people interact, seek information, and make decisions, including decisions related to product purchasing. One of the most visible impacts of this development is the emergence and rapid growth of social media as the primary communication platform in the digital era.

Generation Z, defined as individuals born between 1997 and 2012 (Dimock, 2019), is a generation that has grown alongside the advancement of digital technology and social media. As a result, this generation demonstrates a strong orientation toward the digital world, where technology forms an integral part of their identity and daily life. Generation Z is also referred to by various terms, such as Generation I, Gen Tech, Digital Natives, and Gen Wii. Unlike previous generations, they are characterized by an exceptionally high level of connectivity with electronic devices and digital environments in everyday activities (Singh & Dangmei, 2016). In addition, Generation Z is widely recognized as a consumer group with a high level of technological literacy and active engagement in the use of social media and e-commerce platforms (Putri, 2025). Growing up in a dynamic and fast-paced digital environment has also resulted in a strong dependence on instantly accessible information (Tanjung et al., 2025).

Data from the Indonesian Internet Service Providers Association (APJII) indicate that the number of internet users in Indonesia has surpassed 235 million people, with Generation Z contributing the largest proportion, accounting for 39.8 percent of total users (APJII, 2026). The extensive use of social media among Generation Z not only affects their communication patterns and social interactions but also significantly influences their consumer behavior. Research shows that nearly 80% of Generation Z respondents reported having purchased products after seeing promotions or product-related information on social media (Panjaitan & Simanjuntak, 2024).

For Generation Z, social media has evolved beyond a communication tool into a primary source of information for product assessment and evaluation prior to making purchasing decisions. The consumption behavior of this generation is distinctive because it is strongly influenced by the intensity of digital interactions and exposure to various forms of online content (Junianti & Setiawan, 2026). Furthermore, Generation Z demonstrates a strong preference for interactive communication and frequently engages in digital multitasking while using multiple platforms simultaneously. Among the various platforms available, TikTok, Instagram, and YouTube are the most popular and most frequently used platforms for entertainment as well as for seeking product-related information (Tanjung et al., 2025). In attracting Generation Z's interest, the visual quality of content and the level of engagement tend to play a more dominant role than the personal image of the influencers promoting the products (Tantowi et al., 2026).

In the context of product information searches, social media has become the primary reference source for Generation Z before making purchasing decisions. This generation tends

to show greater interest in products that receive positive reviews, are recommended by friends or influencers, and are presented through visually appealing content. Features such as consumer reviews, product ratings, and recommendations from trusted figures on social media significantly influence the purchasing decision-making process (Panjaitan & Simanjuntak, 2024). Furthermore, the intensity of social media use, reflected in the duration of daily access, is presumed to be associated with users' trust in product information obtained through social media. In this regard, consumer trust functions as an important variable mediating the influence of social media exposure and online reviews on purchasing decisions (Junianti & Setiawan, 2026).

Interestingly, Generation Z's trust in information available on social media is shaped by various factors, including platform accessibility, the quality and completeness of information, the attractiveness of visual content, and the credibility of influencers or content creators. Generation Z also tends to place greater trust in recommendations from influencers perceived as authentic compared to paid advertisements delivered directly by companies (Putri, 2025). A high level of trust becomes particularly important for products with relatively high prices that require more careful purchasing considerations (Junianti & Setiawan, 2026). Supporting this view, Khairunnisa & Heriyadi (2023) found that interactive and personalized social media marketing strategies significantly influence Generation Z's perceptions and purchasing decisions.

Although numerous studies have examined social media use among Generation Z, research that comprehensively analyzes platform usage patterns, platform preferences for product information searches, and trust-forming factors in an integrated manner remains relatively limited. Therefore, this study was designed to address this gap by examining how Generation Z uses social media, which platforms are most frequently used and most trusted for seeking product information, and the factors shaping their trust in information obtained through social media. This study focuses on Generation Z in Bogor City because the region represents one of the urban areas with high internet penetration and intensive social media usage among young people. Moreover, the large number of students in Bogor City makes the region relevant as a representation of Generation Z's digital behavior, particularly in activities related to product information searches and social media-based purchasing decisions.

Based on the preceding discussion, this study has five main objectives. First, to analyze the relationship between the most frequently used social media platforms and Generation Z's trust in product information. Second, to analyze the relationship between social media platforms used as product reference sources and Generation Z's trust. Third, to analyze the relationship between the duration of daily social media use and Generation Z's trust in product information. Fourth, to analyze the relationship between the most frequently used social media platforms and Generation Z's perceptions of content attractiveness. Fifth, to analyze the relationship between social media platforms used as product references and Generation Z's perceptions of product information quality.

The findings of this study are expected to contribute theoretically to the development of communication and digital marketing studies, while also providing practical implications for businesses and digital marketers in designing effective and targeted product communication strategies for the Generation Z segment in Bogor City.

RESEARCH METHODOLOGY

This research applies a quantitative approach with a descriptive method. This approach was used because the aim of this research is to systematically measure and describe the phenomenon of social media usage and the trust level of Generation Z so that the research results can be generalized. Descriptive research is used to present a systematic, factual, and accurate depiction of the facts and characteristics found in a particular population or object (Sugiyono, 2019).

The population in this study consists of Generation Z individuals, specifically those born between 1997 and 2012 or aged approximately 14–29 years at the time the research was conducted, who are active social media users and reside in Bogor City, with a total population of 256,437 people (BPS, 2025). The sampling technique used is purposive sampling with the following criteria: 1) aged between 14–29 years (Generation Z); 2) actively using at least one social media platform; 3) having searched for product information through social media; and 4) willing to complete the questionnaire in full. The determination of the sample size refers to the Slovin formula.

$$n = \frac{N}{1 + Ne^2} \dots\dots\dots(1)$$

Where n indicates the number of research samples, N indicates the population size, and e indicates the acceptable error tolerance level in sampling for the research (Amin et al., 2023). Based on the calculation using the Slovin formula with a 10% error rate, the result is 99.96 samples. Therefore, the respondents used in this study were rounded to 100 respondents.

The data in this study were collected through two types of sources, namely primary and secondary data. Primary data were obtained directly from respondents via an online questionnaire distributed through Google Form. Secondary data were obtained from various literature sources such as books, scientific journals, and survey reports from credible institutions relevant to the research topic.

Table 1. Validity Test Results for the Quality Construct

		Correlations				
		X1	X2	X3	X4	OVERALL_QUALITY
X1	Pearson Correlation	1	.910**	.784**	.639**	.925**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	30	30	30	30	30
X2	Pearson Correlation	.910**	1	.779**	.655**	.926**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	30	30	30	30	30
X3	Pearson Correlation	.784**	.779**	1	.800**	.931**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	30	30	30	30	30
X4	Pearson Correlation	.639**	.655**	.800**	1	.841**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	30	30	30	30	30
OVERALL_QUALITY	Pearson Correlation	.925**	.926**	.931**	.841**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	30	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

To ensure that the questionnaire instrument is valid and reliable, the researchers conducted validity and reliability tests on data from 30 respondents using IBM SPSS. An instrument is declared valid if the r-calculated value exceeds the r-table value of 0.361 at a 5% significance level. An instrument is considered reliable if it has a Cronbach's Alpha value above 0.6. Validity testing was conducted on three construct groups: quality, attractiveness, and trust. For the quality construct, all items were declared valid as each instrument had an r-calculated value exceeding 0.361, as shown in Table 1. The reliability test for the quality construct yielded a Cronbach's Alpha of 0.926, well above the minimum threshold, indicating very good reliability.

For the attractiveness construct, all questionnaire items were also proven valid with r-calculated values of 0.957 and 0.966, respectively, as presented in Table 2. Both values exceed the r-table of 0.361, confirming the instrument's suitability. The reliability test yielded a Cronbach's Alpha of 0.916, indicating the instrument is reliable.

Table 2. Validity Test Results for the Attractiveness Construct

		Correlations		
		X5	X6	OVERALL_ATTRACTIVENESS
X5	Pearson Correlation	1	.850**	.957**
	Sig. (2-tailed)		<.001	<.001
	N	30	30	30
X6	Pearson Correlation	.850**	1	.966**
	Sig. (2-tailed)	<.001		<.001
	N	30	30	30
OVERALL_ATTRACTIVENESS	Pearson Correlation	.957**	.966**	1
	Sig. (2-tailed)	<.001	<.001	
	N	30	30	30
**. Correlation is significant at the 0.01 level (2-tailed).				

For the trust construct, validity test results show that all items meet the validity criteria with r-calculated values of 0.931 and 0.915, as presented in Table 3. The reliability test yielded a Cronbach's Alpha of 0.824, confirming that the trust construct instrument is reliable and capable of producing consistent measurements.

Table 3. Validity Test Results for the Trust Construct

		Correlations		
		X7	X8	OVERALL_RESILIENCE
X7	Pearson Correlation	1	.705**	.931**
	Sig. (2-tailed)		<.001	<.001
	N	30	30	30
X8	Pearson Correlation	.705**	1	.915**
	Sig. (2-tailed)	<.001		<.001
	N	30	30	30
OVERALL_RESILIENCE	Pearson Correlation	.931**	.915**	1
	Sig. (2-tailed)	<.001	<.001	
	N	30	30	30
**. Correlation is significant at the 0.01 level (2-tailed).				

Data analysis was conducted using two approaches: descriptive analysis and cross-tabulation. Descriptive analysis emphasizes the methods of collecting, presenting, processing, and analyzing numerical data in order to produce information that is clear, understandable, and communicative without the intention of drawing broader conclusions or generalizations

about the population (Andilah et al., 2025). Descriptive analysis was used to describe respondent characteristics, social media usage patterns, and platform preferences. Results are presented in the form of frequency distributions, percentages, tables, and charts. For Likert scale data, mean and standard deviation were used as measures of central tendency. Cross-tabulation analysis is a correlational analysis method used to examine the relationship between variables (Sutedja & Ahmaddien, 2020). Cross-tabulation was used to examine the relationship between social media platform choice and respondents' level of trust in product information, as well as to identify dominant factors influencing Generation Z's trust.

RESULT AND DISCUSSION

Prior to a detailed discussion of each cross-tabulation result, Table 4 presents a summary of the Chi-Square and Cramer's V test results for all variable pairs analyzed. This summary provides an overview of whether a relationship exists between the studied variables and indicates the strength of that relationship for each variable pair.

Table 1. Summary of Chi-Square and Cramer's V Test Results

Cross-Tabulation	Chi-Square	df	Sig. (p)	Cramer's V	Result
A3 (Product reference platform) × Trust	6.353	8	0.608	0.178	Not Significant
A1 (Most-used platform) × Trust	6.097	10	0.807	0.175	Not Significant
A2 (Daily usage duration) × Trust	8.940	8	0.347	0.211	Not Significant
A1 (Most-used platform) × Content Attractiveness	21.409	10	0.018*	0.327	Significant
A3 (Product reference platform) × Information Quality	2.907	8	0.940	0.121	Not Significant

Among the five cross-tabulated variable pairs, only one showed a statistically significant relationship, the most-used social media platform and the category of content attractiveness. The Chi-Square test yielded a value of 21.409 with a significance level of 0.018 ($p < 0.05$). In contrast, the other four pairs obtained significance values above 0.05, indicating no significant relationship between those variable pairs

Cross-Tabulation: Product Information Platform (A3) × Trust

The cross-tabulation between the platform used to search for product references and the level of trust yielded a Chi-Square value of 6.353 with a significance level of 0.608 ($p >$

0.05). This finding indicates that there is no statistically significant relationship between the type of platform used as a product reference and Generation Z's level of trust in product information on social media.

Table 5. Cross-Tabulation: Product Information Platform (A3) × Trust

		A3 * OVERALL_RESILIENCE Crosstabulation				
		OVERALL_RESILIENCE			Total	
		Low	Moderate	High		
A3	TikTok	Count	10	45	26	81
		Expected Count	9.7	46.2	25.1	81.0
		% within A3	12.3%	55.6%	32.1%	100.0%
	Instagram	Count	1	4	3	8
		Expected Count	1.0	4.6	2.5	8.0
		% within A3	12.5%	50.0%	37.5%	100.0%
	YouTube	Count	1	3	0	4
		Expected Count	0.5	2.3	1.2	4.0
		% within A3	25.0%	75.0%	0.0%	100.0%
	X (formerly Twitter)	Count	0	0	1	1
		Expected Count	0.1	0.6	0.3	1.0
		% within A3	0.0%	0.0%	100.0%	100.0%
	Other	Count	0	5	1	6
		Expected Count	0.7	3.4	1.9	6.0
		% within A3	0.0%	83.3%	16.7%	100.0%
Total	Count	12	57	31	100	
	Expected Count	12.0	57.0	31.0	100.0	
	% within A3	12.0%	57.0%	31.0%	100.0%	

Descriptively, TikTok was the most dominant platform used by respondents to search for product references, with 81 out of 100 respondents (81%). Of these, 45 respondents (55.6%) fell into the moderate trust category, while 26 respondents (32.1%) were in the high trust category. Instagram ranked second with 8 respondents, of whom 4 (50.0%) had moderate trust and 3 (37.5%) had high trust.

Although the relationship between variables was not statistically significant, an interesting pattern was observed among YouTube users, all of whom fell into the moderate trust category with none reaching the high trust category. This may suggest that long-form video content on YouTube, while informative, has not been fully able to build the highest level of trust compared to the more personal and interactive short-form video content found on TikTok. Cramer's V value of 0.178 indicates a weak relationship between the variables, consistent with the non-significant result. Additionally, approximately 80% of cells had an expected count below 5, which may reduce the reliability of the Chi-Square test.

Cross-Tabulation: Most-Used Platform (A1) × Trust

The cross-tabulation between the most frequently used social media platform and the level of trust yielded a Chi-Square value of 6.097 with a significance level of 0.807 ($p > 0.05$). This result indicates no statistically significant relationship between the intensity of social media platform use and the users' level of trust. Cramer's V value of 0.175 also indicates a weak relationship between the two variables.

Table 6. Cross-Tabulation: Most-Used Platform (A1) × Trust

A1 * OVERALL_RESILIENCE Crosstabulation

		OVERALL_RESILIENCE			Total	
		Low	Moderate	High		
A1	TikTok	Count	7	24	16	47
		Expected Count	5.6	26.8	14.6	47.0
		% within A1	14.9%	51.1%	34.0%	100.0%
	Instagram	Count	4	25	14	43
		Expected Count	5.2	24.5	13.3	43.0
		% within A1	9.3%	58.1%	32.6%	100.0%
	Facebook	Count	0	1	0	1
		Expected Count	0.1	0.6	0.3	1.0
		% within A1	0.0%	100.0%	0.0%	100.0%
	YouTube	Count	1	4	0	5
		Expected Count	0.6	2.9	1.6	5.0
		% within A1	20.0%	80.0%	0.0%	100.0%
	X (formerly Twitter)	Count	0	1	1	2
		Expected Count	0.2	1.1	0.6	2.0
		% within A1	0.0%	50.0%	50.0%	100.0%
	Other	Count	0	2	0	2
		Expected Count	0.2	1.1	0.6	2.0
		% within A1	0.0%	100.0%	0.0%	100.0%
Total	Count	12	57	31	100	
	Expected Count	12.0	57.0	31.0	100.0	
	% within A1	12.0%	57.0%	31.0%	100.0%	

Descriptively, TikTok and Instagram were the most dominant platforms used by Generation Z in their daily activities, with 47 and 43 respondents respectively. Among TikTok users, trust was dominated by the moderate category at 51.1%, followed by the high category at 34.0%. Among Instagram users, the moderate trust category was 58.1% and the high category was 32.6%.

An interesting finding was observed among X (formerly Twitter) users. Although the number of respondents on this platform was very limited at only two, 50% of them were in the high trust category, the highest proportion compared to other platforms. This may indicate that users who make X their primary platform tend to have better information literacy and a more critical attitude toward evaluating content, resulting in a relatively stronger level of trust. However, given the very small sample size, this result cannot be generalized.

The non-significant relationship found in this study shows that the frequency of using a particular social media platform does not directly determine users' trust in the product information available on that platform.

Cross-Tabulation: Daily Usage Duration (A2) × Trust

The cross-tabulation between daily social media usage duration and the level of trust yielded a Chi-Square value of 8.940 with a significance level of 0.347 ($p > 0.05$). This finding indicates no statistically significant relationship between the length of social media use and the level of trust in product information obtained through social media. The Cramer's V value of 0.211 indicates a weak-to-moderate relationship between the two variables.

Table 7. Cross-Tabulation: Daily Usage Duration (A2) × Trust

A2 * OVERALL_RESILIENCE Crosstabulation

			OVERALL_RESILIENCE			Total
			Low	Moderate	High	
A2	< 1 hour	Count	0	7	2	9
		Expected Count	1.1	5.1	2.8	9.0
		% within A2	0.0%	77.8%	22.2%	100.0%
	1-2 hours	Count	4	14	8	26
		Expected Count	3.1	14.8	8.1	26.0
		% within A2	15.4%	53.8%	30.8%	100.0%
	2-3 hours	Count	4	20	8	32
		Expected Count	3.8	18.2	9.9	32.0
		% within A2	12.5%	62.5%	25.0%	100.0%
	3-4 hours	Count	4	8	5	17
		Expected Count	2.0	9.7	5.3	17.0
		% within A2	23.5%	47.1%	29.4%	100.0%
	> 4 hours	Count	0	8	8	16
		Expected Count	1.9	9.1	5.0	16.0
		% within A2	0.0%	50.0%	50.0%	100.0%
	Total	Count	12	57	31	100
		Expected Count	12.0	57.0	31.0	100.0
		% within A2	12.0%	57.0%	31.0%	100.0%

The cross-tabulation between daily social media usage duration and the level of trust yielded a Chi-Square value of 8.940 with a significance level of 0.347 ($p > 0.05$). This finding indicates no statistically significant relationship between the length of social media use and the level of trust in product information obtained through social media. The Cramer's V value of 0.211 indicates a weak-to-moderate relationship between the two variables.

One notable finding in this analysis is the group of respondents who use social media for more than 4 hours per day. Of the 16 respondents in this group, 50.0% were in the high trust category, the highest proportion compared to other usage duration groups. Furthermore, no respondents in this group fell into the low trust category. This pattern suggests a tendency that the higher the intensity of social media use, the greater the level of trust formed toward information received, although this relationship was not statistically significant.

Conversely, the group of respondents who use social media for less than 1 hour per day was dominated by the moderate trust category at 77.8%, with no respondents in the low trust

category. This can be interpreted as users with lower social media access intensity tending to be more moderate and cautious in extending trust toward product information on social media. This finding is consistent with the perspective that repeated exposure to social media content can gradually build trust through a process of familiarization (Nurhalim, 2022).

Cross-Tabulation: Most-Used Platform (A1) × Content Attractiveness

The cross-tabulation between the most frequently used social media platform and the content attractiveness category is the only variable pair that showed a significant relationship in this study. The Chi-Square test yielded a value of 21.409 with a significance level of 0.018 ($p < 0.05$). Additionally, the Cramer's V value of 0.327 indicates a moderate relationship between the variables (0.3–0.5). This finding indicates a meaningful relationship between social media platform choice and Generation Z's perception of the attractiveness of the content presented.

Table 8. Cross-Tabulation: Most-Used Platform (A1) × Content Attractiveness

A1 * ATTRACTION_CATEGORIZATION Crosstabulation

		ATTRACTION_CATEGORIZATION			Total	
		Low	Moderate	High		
A1	TikTok	Count	2	10	35	47
		Expected Count	1.4	10.3	35.3	47.0
		% within A1	4.3%	21.3%	74.5%	100.0%
	Instagram	Count	0	11	32	43
		Expected Count	1.3	9.5	32.3	43.0
		% within A1	0.0%	25.6%	74.4%	100.0%
	Facebook	Count	0	0	1	1
		Expected Count	0.0	0.2	0.8	1.0
		% within A1	0.0%	0.0%	100.0%	100.0%
	YouTube	Count	0	0	5	5
		Expected Count	0.2	1.1	3.8	5.0
		% within A1	0.0%	0.0%	100.0%	100.0%
	X (formerly Twitter)	Count	0	0	2	2
		Expected Count	0.1	0.4	1.5	2.0
		% within A1	0.0%	0.0%	100.0%	100.0%
	Other	Count	1	1	0	2
		Expected Count	0.1	0.4	1.5	2.0
		% within A1	50.0%	50.0%	0.0%	100.0%
	Total	Count	3	22	75	100
		Expected Count	3.0	22.0	75.0	100.0
		% within A1	3.0%	22.0%	75.0%	100.0%

Descriptively, TikTok and Instagram showed a relatively similar pattern in terms of content attractiveness perception. A total of 74.5% of TikTok users and 74.4% of Instagram users rated the content on those platforms in the high attractiveness category. This similarity in proportions reflects strong competition between the two platforms in capturing Generation Z's attention through visually appealing and interactive content. TikTok tends to excel through its personal short-form video format supported by an adaptive algorithm, while

Instagram maintains its appeal through aesthetically curated visual content, including Reels and photo features.

An interesting finding was also observed among YouTube, Facebook, and X users, where all respondents using those platforms (100%) rated their content attractiveness in the high category. Although the number of respondents on each platform was relatively limited (5 for YouTube, 1 for Facebook, and 2 for X), these results suggest that users who choose those platforms as their primary medium tend to have high engagement and find content that matches their preferences and needs. Conversely, in the 'Others' category comprising 2 respondents, no high attractiveness ratings were found, with equal distribution between low and moderate categories.

The significant relationship found in this analysis provides an important implication: the choice of social media platform used intensively is closely related to users' perception of content attractiveness. In other words, Generation Z's loyalty to a particular platform is not only influenced by habit or social network factors, but also by the experience of consistently consuming content perceived as attractive and relevant.

Cross-Tabulation: Product Reference Platform (A3) × Information Quality

The cross-tabulation between the product reference platform (A3) and information quality yielded a Chi-Square value of 2.907 with a significance level of 0.940 ($p > 0.05$). This is the highest significance value among all cross-tabulations in this study, indicating no significant relationship between the two variables. The Cramer's V value of 0.121 further indicates a very weak relationship between the variables.

Descriptively, product information quality on social media received generally positive ratings from respondents. A total of 82% of respondents rated information quality in the high category. TikTok, as the most dominant platform for product reference, showed 81.5% of its users rating information quality in the high category. Similar percentages were found for Instagram and YouTube users, with 75.0% of respondents each rating information quality in the high category.

The relatively homogeneous distribution of ratings across all platforms is one factor explaining the absence of a significant relationship in the Chi-Square test. When nearly all respondent groups provide similar ratings for information quality, the differences between groups become very small and cannot be detected statistically. This finding provides a positive indication that Generation Z generally views product information available on social media as being of good quality, regardless of the platform used as a reference source. This perception reflects that product information on social media is considered sufficiently clear, easy to understand, and adequately complete for users.

Table 9. Cross-Tabulation: Product Reference Platform (A3) ×

A3 * QUALITY CATEGORIZATION Crosstabulation

		QUALITY CATEGORIZATION			Total	
		Low	Moderate	High		
A3	TikTok	Count	3	12	66	81
		Expected Count	2.4	12.2	66.4	81.0
		% within A3	3.7%	14.8%	81.5%	100.0%
	Instagram	Count	0	2	6	8
		Expected Count	0.2	1.2	6.6	8.0
		% within A3	0.0%	25.0%	75.0%	100.0%
	YouTube	Count	0	1	3	4
		Expected Count	0.1	0.6	3.3	4.0
		% within A3	0.0%	25.0%	75.0%	100.0%
	X (formerly Twitter)	Count	0	0	1	1
		Expected Count	0.0	0.2	0.8	1.0
		% within A3	0.0%	0.0%	100.0%	100.0%
	Other	Count	0	0	6	6
		Expected Count	0.2	0.9	4.9	6.0
		% within A3	0.0%	0.0%	100.0%	100.0%
Total	Count	3	15	82	100	
	Expected Count	3.0	15.0	82.0	100.0	
	% within A3	3.0%	15.0%	82.0%	100.0%	

CONCLUSION AND RECOMMENDATIONS

Based on the cross-tabulation analysis of 100 Generation Z respondents in Bogor, this study yields five main findings. First, there is no significant relationship between the most frequently used social media platform and the level of trust in product information, with a significance value of 0.807 ($p > 0.05$) and Cramer's V of 0.175. Although TikTok and Instagram dominate daily use, respondents' trust levels tend to be in the moderate category, suggesting that trust is not solely determined by platform choice but also by other factors such as content quality and information credibility.

Second, the relationship between the platform used as a product reference and the level of trust was also not significant, with a significance value of 0.608 ($p > 0.05$) and Cramer's V of 0.178. Although TikTok was the most dominant product reference platform, the majority of respondents remained in the moderate trust category, reflecting Generation Z's selective attitude in receiving product information.

Third, the relationship between social media usage duration and the level of trust showed no statistical significance, with a significance value of 0.347 ($p > 0.05$) and Cramer's V of 0.211. However, respondents with more than four hours of daily usage had a higher proportion of high trust compared to other groups.

Fourth, the relationship between the most frequently used social media platform and perceptions of content attractiveness showed a significant result, with a significance value of 0.018 ($p < 0.05$) and Cramer's V of 0.327. TikTok and Instagram both received high content

attractiveness ratings, demonstrating that platform choice is related to users' perceptions of the attractiveness of the content presented.

Fifth, the relationship between the product reference platform and perceptions of information quality was not significant, with a significance value of 0.940 ($p > 0.05$) and Cramer's V of 0.121. The majority of respondents rated product information quality on social media in the high category, regardless of the platform used. This finding indicates that Generation Z generally views product information quality across various social media platforms as relatively good and comparable.

Based on the study's findings, several suggestions can be offered to relevant parties. For businesses and digital marketers, TikTok and Instagram should be prioritized in digital marketing strategies targeting Generation Z in Bogor, as both platforms are most dominant for both entertainment and product reference purposes. Furthermore, since content attractiveness is the only variable with a significant relationship to platform choice, businesses should focus their strategies on creativity, visual quality, and content presentation appropriate to the characteristics of each platform. Building trust through authentic content, consumer reviews, and collaboration with credible influencers is also essential.

For future researchers, this study has several limitations, such as uneven respondent distribution across platforms and limited measurement of the trust variable. Therefore, future research is recommended to use more proportional sampling techniques, expand trust measurement indicators, and apply more in-depth analysis methods such as ordinal logistic regression or path analysis.

For Generation Z as consumers, it is important to remain critical in receiving product information on social media. Although information quality is generally rated well, users are advised to verify information from multiple sources so that purchasing decisions are more objective and avoid biased or misleading information.

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