

Digital Promotion in Attracting the Interest of Gen Z Consumers: A Study of the Surabaya-Ende Delivery Service Business

Angelina Venesa Keytиму¹ and Chitra Laksmi Rithmaya²

^{1,2} Hayam Wuruk University of Perbanas, Surabaya, East Java, Indonesia

DOI: <https://doi.org/10.9744/jremb.3.1.53-60>

Abstract

The rapid development of digital technology has significantly transformed consumer behavior, particularly among Generation Z, who are highly adaptive to social media and digital platforms. One of the emerging business sectors leveraging this trend is personal shopping services (Jastip), which rely heavily on digital promotion strategies to reach consumers across regions. However, the effectiveness of digital promotion strategies in increasing consumer interest, especially in the context of jastip businesses, remains underexplored. This study aims to analyze the effectiveness of digital promotion strategies in increasing Generation Z consumer interest in a personal shopping service business operating between Surabaya and Ende. The research employs a descriptive qualitative approach, with data collected through observation, interviews, and documentation. The research subject is a jastip business actively utilizing social media as its primary promotional channel. Data analysis was conducted through data reduction, data display, and conclusion drawing. The findings reveal that digital promotion strategies using social media platforms, particularly Instagram Stories and WhatsApp Stories, are effective at attracting Generation Z consumers. Visual, real-time, and interactive promotional content, such as behind-the-scenes content, customer testimonials, and batch-based ordering systems, plays a significant role in building trust and engagement. Nevertheless, several challenges were identified, including limited promotional reach, low consumer trust, logistical constraints, and rapidly changing trends among Generation Z. The implementation of appropriate digital promotion strategies has positively impacted consumer interest, as indicated by increased customer interactions and a rise in monthly revenue from approximately IDR 5–6 million to IDR 9–10 million. This study suggests that adaptive digital promotion strategies aligned with Generation Z characteristics, combined with transparency and consistency in content delivery, are crucial for enhancing the competitiveness of personal shopping service businesses in the digital era.

Article Info:

Submitted: Apr 04, 2026

Reviewed: May 06, 2026

Published: May 29, 2026

Keywords:

digital promotion strategy,
Generation Z,
consumer interest,
personal shopping service,
social media.

Corresponding Author:

Chitra Laksmi Rithmaya

Hayam Wuruk University of Perbanas,
Surabaya, East Java, Indonesia

Email: citra@perbanas.ac.id

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INTRODUCTION

Personal shopping (Jastip) is a service that connects buyers and sellers in different locations without the need to store goods, generally using a physical pre-order system. This phenomenon has grown rapidly, especially since the Covid-19 pandemic, as a new consumption pattern in Indonesian society (Fitrianatsany, 2021). Generation Z, as the primary segment of the personal shopping (Jastip) market, has a strong preference for digital technology and social media for communication and transactions. Therefore, digital promotion strategies need to be tailored to the characteristics and behaviors of these consumers. In the workplace, Generation Z is accustomed to conducting various activities online and independently and is more comfortable communicating through digital media and working flexibly, including remotely. These habits encourage Generation Z to prefer flexibility and freedom in working, without being tied to a physical office presence.

Furthermore, their multitasking abilities enable them to manage their time and complete tasks more effectively. Generation Z also tends to be more productive when working independently because they can minimize distractions from the work environment. Exposure to digital culture from an early age has helped shape Generation Z's mindset and work preferences, which are adaptive to technology. Micro, Small, and Medium Enterprises (MSMEs) are a crucial pillar of the Indonesian economy, particularly in creating jobs, increasing community income, and driving local economic growth. One growing MSME with significant potential is the personal shopping service (Djukuw & Tarigan, 2024). Personal shopping services involve purchasing goods from a specific location at a customer's request. In practice, a customer orders a specific item through a pre-order system, and the service provider then purchases and delivers the item for an additional fee. This business model has become popular because it allows consumers to easily obtain goods from outside their area without having to visit the location in person.

Furthermore, personal shopping services are popular because they can be run with relatively little capital, especially among the younger generation and active social media users (Glints, 2023). However, there is a significant obstacle remains low customer interest in using personal shopping services, despite the relatively affordable prices offered. Observations indicate that customers who use these services tend to come from the same groups repeatedly. This highlights the need for effective promotional strategies to attract new customers and expand market share. Besides offering convenience and unique products, Jastip businesses also face marketing and promotional challenges. The primary challenge is how to introduce and market Jastip services to a wider audience. In this context, implementing appropriate digital promotional strategies is expected to help Jastip businesses increased visibility, attract potential customers, and build customer loyalty (Garuda Website, 2024). While various studies have explored digital promotional strategies and Generation Z consumer behavior, most have focused on e-commerce as a whole. Research specifically examining the application of digital promotional strategies to personal shopping (Jastip) businesses, particularly in reaching Generation Z consumers in a cross-regional context such as Surabaya–Ende, remains relatively limited.

Furthermore, previous research has not explored the relationship between real-time content-based promotional strategies (such as Instagram Stories and WhatsApp Stories) and increased consumer interest and their impact on the performance of personal shopping (Jastip) businesses. Therefore, this study aims to address this gap by analyzing in depth the application of digital promotional strategies in personal shopping (Jastip) businesses to attract Generation Z.

LITERATURE REVIEW

A promotional strategy is a set of promotional tools designed and controlled by a company to generate the desired response from the target market (Budi & Tarigan, 2025). This strategy encompasses various efforts undertaken by a company to influence consumer demand through a combination of integrated marketing mix elements (Larisma, 2025). In the digital context, promotional strategies have evolved into digital promotional strategies, namely marketing efforts that utilize digital platforms and technology to reach and interact with audiences effectively and efficiently. This strategy is very important in the service business because it can increase visibility, build brand awareness, and expand market reach beyond geographical boundaries, while enabling real-time measurement of marketing performance.

Digital Promotion Media and Platforms

Service personal shopping (Jastip) businesses rely heavily on digital media for their promotional activities. Some of the main platforms used include:

1. Social Media as the Main Platform.

Platforms like Instagram, TikTok, and Facebook have become primary sources of information due to their large, diverse user bases. Visual content, such as short videos, live shopping, and unboxing, has proven effective at attracting consumer attention (Situmorang, 2024).

2. Content and Engagement Strategy

Content in the form of testimonials, product reviews, and transparency about the purchasing process can increase a business's credibility. Features like Instagram Stories and Highlights help strengthen consumer confidence.

3. SEO and Website Optimization

The website functions as a digital storefront that provides comprehensive information and supporting features, such as a cost calculator, helping consumers make decisions.

4. Use of Influencers and Communities.

Collaborating with influencers and building communities can expand promotional reach and increase customer loyalty.

Digital Marketing Strategy

Digital marketing strategies include:

1. SEO (Search Engine Optimization):

It is an effort to improve website rankings in organic search results. Organic search engines like Google use relevant keywords and other optimization techniques. SEO aims to make a site naturally discoverable by potential customers, without advertising costs.

2. Social Media Marketing (SMM):

This strategy utilizes social media platforms such as Facebook, Instagram, and TikTok to promote products, build brand awareness, and interact with the audience. SSM enables precise segmentation and direct interaction with consumers, thereby increasing engagement

3. Content Marketing:

Content marketing focuses on creating and distributing valuable, relevant content such as articles, videos, infographics, and tips that can attract and retain an audience. Content can be informative, educational, or interactive to build trust and brand loyalty.

4. Paid Advertisement:

The strategy of using paid advertising on platforms like Google Ads or social media is to reach a target audience quickly. Advertisers pay each time an ad is clicked, allowing them to measure the effectiveness of their campaign directly.

5. Email Marketing:

Send emails containing promotions, special offers, or useful content to customers or prospects to build relationships and increase sales.

6. Influencer Marketing:

Marketing influencers and affiliates work together with influencer or affiliate partners to expand brand reach and increase sales through trusted recommendations from their audience.

Generation Z

Generation Z is a group of individuals born between 1995 and 2010. They are a generation that grew and developed in the digital era with internet access and advanced technology from an early age, so they are often referred to as digital natives or natives of the digital world (Liputan 6, 2025). This generation is very adept at using technology and social media, which have become inseparable parts of the lifestyle of Generation Z. The main characteristics of Generation Z include high multitasking abilities, namely the ability to do several activities simultaneously, such as reading, watching, and communicating through social media (Apaut et al., 2021). In addition, Generation Z is known to be more open to cultural and social diversity. According to the Central Statistics Agency (BPS), Generation Z is the generation that emerged after the millennial generation, with a birth year range of 1995-2010. In 2023, the age range of Generation Z will be between 12 and 27 years old. This generation has its own uniqueness because they are very familiar with internet technology, are very close to it, and find it easy to use (Armansyah et al, 2023).

Generation Z tends to be critical, socially conscious, and chooses brands that are authentic, inclusive, and bold in taking stances on social issues. This generation also highly values transparency and diversity in the brands they support. Generation Z is highly active in online shopping due to the convenience and speed it offers. They rely on smartphones and digital platforms to search for products and make purchases, and tend to Choose Authentic Brands. Generation Z prefers brands that are authentic and align with their personality and social conscience. They tend to be loyal to brands that demonstrate a commitment to sustainability and social responsibility. The Influence of Social Media and Peer Recommendations: Social media plays a major role in Gen Z consumer behavior, who trust recommendations from friends or influencers more than simply following trends. They actively engage with their favorite brands online. and look for engaging visual content like videos and memes to get shopping inspiration

Personal Shopping Service (Jastip) Business Concept

A personal shopping service (Jastip) connects buyers and sellers across locations without requiring sellers to stock physical goods. The personal shopping service provider acts as an intermediary, purchasing goods

according to customer orders from specific locations, either within the city or outside the city, and then delivering them to the buyer. This system typically uses a pre-order method, where customers pay in advance before the goods are purchased and delivered. (Anwar, 2022). The concept of a personal shopping service (Jastip) is similar to that of a broker or personal shopper. This business facilitates the purchase of goods that are difficult for buyers to reach in person. The advantage of this business is its minimal capital and risk requirements, as goods are purchased upon order without the need for physical inventory. Jastip is very popular in the digital era because it utilizes online platforms. Moreover, social media can be used to promote services and take orders, so customers can get products that are not available in their location without having to travel by themselves.

Personal shopping (Jastip) businesses face various obstacles in marketing and development. Key challenges include shipping risks, changing import regulations, and intense competition. Furthermore, limited digital marketing strategies and a lack of consumer trust also hinder market expansion. Overcoming these obstacles is crucial for the Jastip business to grow and compete effectively (BAMS, 2025; Pajak.io, 2024). The following are some of the obstacles facing the Jastip business:

1. Limited Promotional Reach: One of the main obstacles in marketing a personal shopping service (jastip) business is its limited promotional reach. Many Jastip operators still rely on social media as a platform. marketing strategy, but limitations in promotional strategies and budgets often hinder its effectiveness.
2. Lack of New Customers: Difficulty attracting new customers is a significant obstacle to the development of a personal shopping service (Jastip) business. This is related to a lack of innovation in promotional strategies and an insufficient in-depth understanding of the target market's needs and preferences.

Building consumer loyalty is a major challenge in the just-in-time business. Responsive service and personalized offers have been proven to increase customer satisfaction and loyalty.

Factors Influencing Consumer Interest

In today's digital era, advances in information and communication technology have brought significant changes to consumer behavior and product and service marketing patterns. One rapidly growing phenomenon is the personal shopping (Jastip) business, a service that practically and efficiently helps consumers obtain goods from outside their region or abroad. This business is increasingly popular due to its ease and practicality. However, the success of a personal shopping business depends heavily on consumer interest in using the service. Consumer interest is a crucial factor in determining a business's sustainability and growth. Therefore, understanding the factors that influence consumer interest is crucial for business owners in order to design appropriate and effective marketing strategies.

A positive influence value means that if the innovation of online-based MSMEs in Surabaya is good, it will improve marketing performance. Innovation is needed in an organization. Customer needs and orientations will change every period. Entrepreneurs are required to have innovations to meet these customer needs and orientations. The benefit of entrepreneurs being able to innovate according to customer needs is increased marketing performance. (Rithmaya et al, 2023)

RESEARCH METHOD

This study uses a descriptive qualitative approach with primary data sources through observation, interviews, and documentation. The research object is the Surabaya-Ende Jastip business located in Dukuh Kupang, Surabaya, and operating in the Ende area. Data collection was conducted over three months (May–July 2025). Data analysis was carried out through the stages of data reduction, data presentation, and conclusion drawing.

This personal shopping service (Jastip) was founded in 2020, driven by growing public demand for delivery services between major cities and rural areas. The owner saw a business opportunity with the high online shopping and demand for products from major cities like Surabaya. His entrepreneurial family background also motivated him to start this business. Furthermore, the lack of personal shopping services managed by family or relatives prompted the owner to provide a more flexible, secure, and efficient solution than conventional delivery services. The issue of limited access to certain products in areas like Ende also fueled the business's development. With family support, an entrepreneurial spirit, and the ability to identify market opportunities, the business began small, specifically helping relatives with their needs. Over time, public trust grew, and the business grew and became widely known.

RESULTS AND DISCUSSION

Based on interviews and direct observation of the promotional activities of the Surabaya-Ende Jastip business, it was found that business owners actively use social media as the main channel to reach their consumers, especially among Generation Z. The most frequently used digital platforms are Instagram Stories and WhatsApp Stories, as they are considered effective for displaying updates quickly and directly. The owner stated that, through the story feature, customers can find information on available consignment items, batch schedules, and shipping documentation. This aligns with the habits of Gen Z customers, who tend to prefer fast, visual, and real-time information. The digital promotion strategy is carried out consistently every week, the owner said. always update content related to (i) goods delivery schedules, (ii) opening and closing batch orders, (iii) customer testimonials, and (iv) documentation of the packing process and delivery. Meanwhile, obstacles in marketing consignment services include: Delivery delays due to weather and logistical constraints; limited product availability that slows down the ordering process; limited promotional reach on certain platforms, resulting in suboptimal results; low consumer trust due to online transactions; technical constraints, such as delays in information updates and content creation; and rapid changes in Generation Z trends that make promotions easily overlooked.

Based on the research results, the most effective ways to reach consumers, especially Gen Z, are Instagram Stories and WhatsApp Stories. This aligns with the literature, which states that social media stories provide fast, real-time, and easily accessible content for young audiences (Kusnadi, 2021). Instagram is a social media platform with a large, active Gen Z user base, and stories offer an interactive, less formal format, thereby encouraging higher engagement (Prabowo, 2020). In addition, WhatsApp, a very popular instant messaging application, is an effective medium for reminders and updates. directly related to the ongoing delivery of goods, meeting Gen Z's need for fast and transparent information.

Obstacles Faced in Marketing Jastip Services. First, delivery delays due to weather or logistical constraints risk reducing customer trust, especially since Gen Z is often impatient and prone to venting complaints on social media. This issue is closely related to consumer trust, as poorly managed communication can damage a business's image through public complaints. To overcome this, business owners adapt their communication style to suit Gen Z's characteristics: prompt, open, and informative, for example, by providing real-time delivery updates to maintain customer confidence and reassurance even though there is a delay, it also provides a shipping price discount.

Second, product availability is often a challenge, as Gen Z tends to follow new trends and is drawn to limited-edition products. Product unavailability can reduce customer satisfaction and lead to customer switching. This challenge is closely related to Gen Z's tendency to get bored quickly and always want the latest products. The solution is to implement a customer-centric approach. By offering refunds, providing product alternatives, and ensuring address accuracy before shipping, Gen Z customers can be retained despite ever-changing product trends.

Third, limited promotional reach. Relying on a single social media platform limits promotional reach. It makes content easily drowned out by algorithms, especially since Gen Z is active across multiple platforms and quickly gets bored by monotonous content. This promotional limitation aligns with the Gen Z trend of greater interest in creative, short, and interactive content. To overcome this, business owners expand promotions across social media platforms like Instagram and WhatsApp, optimize paid ad spending, and create content aligned with current trends, such as short videos, memes, polls, and Q&As.

Fourth, low consumer trust is often driven by ineffective promotion. A lack of information and testimonials can make potential customers wary of transaction security and product authenticity. Therefore, building consumer trust is inseparable from a transparent promotional strategy. Solutions include regularly displaying customer testimonials and reviews on social media, uploading proof of transfers and shipping receipts, providing secure payment options via joint accounts or official e-wallets, and maintaining consistent business branding to project a professional, convincing image.

Fifth, technical challenges such as delayed stock updates, limited design capabilities, and network disruptions are closely related to promotions and consumer trust. Unattractive content hinders effective promotions, while disrupted communication can create an unprofessional impression in customers' eyes. To address this, business

owners establish regular product stock update schedules, use simple design apps like Canva or CapCut to create more engaging visual content, and provide alternative communication channels, such as WhatsApp or Instagram DMs, to ensure customer service remains accessible even during technical disruptions.

Sixth, changing Gen Z trends amplify all other obstacles, from product availability and shipping delays to promotional effectiveness. If businesses do not adapt quickly, Gen Z, who are easily bored and critical, will quickly switch to other services. To address this, the solution is to conduct regular trend research, create varied and interactive content such as short videos, polls, Q&As, and hold giveaways to maintain customer engagement. With this strategy, promotions remain consistent yet flexible, following trends to maintain Gen Z's interest in using Jastip services.

The impact of promotional strategies used on consumer interest. Initially, the Surabaya-Ende jastip business only generated a monthly turnover of around 5–6 million rupiah. This was due to limited promotion, which meant it was not reaching consumers, particularly Generation Z. However, this situation began to change when the business owner implemented a more targeted digital promotion strategy through Instagram Stories and WhatsApp Stories. This promotional strategy involved a variety of content. First, behind-the-scenes content showing the shopping process, packing, and the departure of goods to Ende. This type of content successfully built trust because customers could directly observe the Jastip process. Second, product promotions were presented attractively by providing complete information, including prices and details of items currently in demand. Third, a system for opening and closing shipping batches was regularly announced in stories. This strategy created a sense of urgency and exclusivity, prompting consumers to order immediately to avoid running out of slots. Furthermore, consistently displayed customer testimonials served as tangible evidence of past satisfaction, ultimately boosting the trust of potential new customers.

The implementation of this digital promotional strategy has had a positive impact. The number of new chats from new customers has increased each period, indicating greater consumer interest, especially among Generation Z, who are active on social media. The impact of this increased interest is reflected in the monthly turnover of the Jastip business, which initially ranged from IDR 5-6 million and has now increased to IDR 9-10 million. This increase confirms that a social media-based promotional strategy that uses varied content, testimonials, and a clear delivery schedule can attract attention and increase consumer trust. This study suggests that effective digital promotional strategies, particularly through real-time content and process transparency, can increase trust and interest among Generation Z consumers. Furthermore, understanding digital trends is key to maintaining business sustainability in an era of dynamic competition.

CONCLUSION

Based on the discussion, it can be concluded that digital promotional strategies through social media play a crucial role in increasing the appeal of Jastip businesses, especially for Generation Z consumers. The use of Instagram and WhatsApp Stories is considered effective because they convey information quickly, visually, and in an easily accessible format, in line with the digital consumption habits of the younger generation. Social media not only serves as a promotional tool but also as a communication medium to build rapport with consumers. However, Jastip Marketing still faces several obstacles, including limited promotional reach, low consumer trust, logistical constraints, and rapidly changing trends. Therefore, businesses need to implement more creative, consistent, and transparent promotional strategies to maintain consumer interest and increase customer loyalty. Overall, the implementation of effective digital promotions can positively impact the development of Jastip businesses. This is evident in rising consumer interest, growing customer numbers, and higher business turnover. Thus, the success of Jastip businesses is greatly influenced by business actors' ability to optimally use social media, build consumer trust, and adapt marketing strategies to evolving digital trends.

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