

ABSTRACT

Social media, particularly TikTok, has become a primary space for Generation Z to seek entertainment while simultaneously shaping their lifestyle, including through the trend of self-reward, which is presented in engaging and persuasive content. Self-reward content, typically in the form of encouragement to give oneself a reward after achieving certain goals, indirectly promotes consumptive behavior. In this context, self-control serves as a crucial factor that may mediate the impact of such content exposure. This study aims to examine the influence of self-reward content on consumptive behavior, with self-control as a mediating variable. A quantitative approach was employed using a survey method involving 400 Generation Z respondents in Indonesia who actively use TikTok and have encountered self-reward-themed content. Data were collected through an online questionnaire and analyzed using t-test, ANOVA, F-test, and path analysis to examine both direct and indirect relationships among variables. The results show that self-reward content has a significant positive effect on consumptive behavior ($t = 52.939$, $p < 0.05$) and also a significant positive effect on self-control ($t = 6.373$, $p < 0.05$). Meanwhile, self-control has a significant negative effect on consumptive behavior ($t = -2.872$, $p < 0.05$) and is proven to mediate the relationship between self-reward content and consumptive behavior based on the path analysis results ($p = 0.009$). These findings indicate that although self-reward content encourages consumptive behavior, strong self-control can mitigate its impact. This study offers new insights into the dynamics of digital consumptive behavior among Generation Z in today's social media landscape.

Keywords: *Self-Reward Content, Self-Control, Consumptive Behavior, Generation Z, TikTok.*