

ABSTRACT

THE INFLUENCE OF LIVE STREAMING AND CONTENT MARKETING ON PURCHASE DECISION ON TIKTOK SHOP (A CASE STUDY OF GENERATION Z)

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This research intended to examine the influence of Live Streaming (X1) and Content Marketing (X2) on Purchase Decision (Y) on TikTok Shop, focusing on Generation Z. Advancements in technology and social media have transformed consumer's shopping behavior which are shifting from offline to online shopping methods. This research used a quantitative approach, with data processed using Microsoft Excel and Partial Least Squares (PLS). The independent variables in this research were Live Streaming (X1) and Content Marketing (X2), while the dependent variable was Purchase Decision (Y). The data, distributed to 100 respondents of Generation Z users of TikTok Shop, were collected through questionnaires and selected using purposive sampling. The results indicated that Live Streaming (X1) significantly influenced Purchase Decisions (Y) among Generations Z when they were shopping on TikTok Shop. Content Marketing (X2) also significantly influenced Purchase Decisions (Y) for online shopping among Generations Z on TikTok Shop.

Keywords: Live Streaming, Content Marketing, Purchase Decision

