

**PENGARUH CONTENT MARKETING DAN LIVE STREAMING
TERHADAP KEPUTUSAN PEMBELIAN DI TIKTOK SHOP MELALUI
MINAT BELI SEBAGAI VARIABEL INTERVENING
(STUDI KASUS PENGGUNA TIKTOK SHOP PADA MAHASISWA ITB
WIDYA GAMA LUMAJANG)**

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Content Marketing* dan *live streaming* terhadap keputusan pembelian di TikTok Shop melalui minat beli sebagai variabel intervening (studi kasus pada pengguna TikTok Shop pada mahasiswa ITB Widya Gama Lumajang). Penelitian ini menggunakan pendekatan kuantitatif dengan jenis *explanatory research*. Populasi penelitian adalah pengguna TikTok Shop mahasiswa ITB Widya Gama Lumajang. Data diperoleh melalui kuesioner online dengan teknik pengambilan sampel *nonprobability sampling* sebanyak 102 responden. Analisis data dilakukan menggunakan *Partial Least Squares* (PLS) versi 4. Hasil penelitian menunjukkan bahwa *Content Marketing*, *live streaming*, dan minat beli berpengaruh signifikan terhadap keputusan pembelian. Selain itu, *Content Marketing* dan *live streaming* juga berpengaruh signifikan terhadap minat beli. *Content Marketing* dan *live streaming* berpengaruh signifikan terhadap keputusan pembelian di TikTok Shop melalui minat beli sebagai variabel intervening. Temuan ini menunjukkan pentingnya memaksimalkan strategi *Content Marketing* dan *live streaming* untuk meningkatkan minat beli dan keputusan pembelian konsumen di platform digital.

Kata kunci: *Content Marketing*, *Live Streaming*, Minat Beli, Keputusan Pembelian

**" THE INFLUENCE OF CONTENT MARKETING AND LIVE STREAMING
ON PURCHASE DECISIONS IN TIKTOK SHOP THROUGH
BUYING INTEREST AS AN INTERVENING VARIABLE
(CASE STUDY OF TIKTOK SHOP USERS AMONG ITB WIDYA GAMA
LUMAJANG STUDENTS) "**

ABSTRACT

This study aims to examine the effect of Content Marketing and live streaming on purchase decisions on TikTok Shop through purchase intention as an intervening variable (a case study on TikTok Shop users who are students at ITB Widya Gama Lumajang). This research uses a quantitative approach with an explanatory research design. The population consists of TikTok Shop users who are students at ITB Widya Gama Lumajang. Data were collected through an online questionnaire using a non-probability sampling technique with 102 respondents. Data analysis was conducted using Partial Least Squares (PLS) version 4. The results show that Content Marketing, live streaming, and purchase intention significantly influence purchase decisions. Additionally, Content Marketing and live streaming also have a significant effect on purchase intention. Content Marketing and live streaming significantly affect purchase decisions on TikTok Shop through purchase intention as an intervening variable. These findings highlight the importance of optimizing Content Marketing and live streaming strategies to increase purchase intention and consumer purchase decisions on digital platforms.

Keywords: Content Marketing, Live Streaming, Purchase Intention, Purchase Decision.