

**THE INFLUENCE OF LIVE STREAMING, CONTENT MARKETING, AND
ONLINE CUSTOMER REVIEWS ON CONSUMER PURCHASING
DECISIONS FOR LOCAL SHOE BRANDS ON THE TIKTOK
PLATFORM IN THE JABODETABEK AREA**

ABSTRACT

The development of information technology has driven significant changes in consumer behavior, which now prefers to shop online. This change is utilized by marketers by implementing a digital marketing strategy through the Tiktok platform. This study aims to analyze the effect of live streaming, content marketing, and online customer reviews on consumer purchasing decisions for local shoe brands on the TikTok platform in the Jabodetabek area. As well as which variable has the greatest contribution to consumer purchasing decisions for local shoe brands.

The data used in this study are quantitative primary data by designing a questionnaire instrument, then distributing experimental questionnaires online to 30 respondents in the Jabodetabek area who have purchased local shoes through TikTok to conduct a pilot test by testing the validity and reliability of the data. After that, proceed to collect a sample of 200 respondents. The sampling method is non probability sampling with purposive sampling technique. The data processing tool used, namely SmartPLS 4.0. The testing stages carried out include, Validity Test, Reliability Test, R-Square Test, F-Square Test, Q-Square Test, Multiple Linear Regression Analysis and Path Coefficient Test.

The results showed that the three variables, namely live streaming, content marketing, and online customer reviews, partially and simultaneously had a significant effect on consumer purchasing decisions. Of the three variables, content marketing has a dominant influence on purchasing decisions. Thus, major gaps in this research arise due to the focus of different variables and changes in technology and marketing trends.

Keywords: content marketing, purchase decision, live streaming, online customer review

(xiii + 70 + Attachment)

Bibliography (2015 - 2023)