

ABSTRACT

The Influence of Celebrity Endorsment, Content Marketing and Live Streaming on Purchase Decisionns Through Electronic Word of Mouth as Intervening Variables (Case Study on TikTok Shop Customers Towards Mad for Makeup Brand)

Final Project, Department of Management, Faculty of Economics, Gunadarma University, 2024. This study aims to analyze the influence of celebrity endorsement, content marketing and live streaming on purchasing decisions through electronic word of mouth as an intervening variable (case study on TikTok Shop customers towards the mad for makeup brand).

The method in this study uses quantitative primary data with stages of validity testing, reliability testing, CFA testing, outer loading testing, AVE testing, model fit testing, r-square testing and path analysis testing. There were 250 respondents in the processing of this study with a non-probability sampling approach and processed using SPSS version 25 and SmartPLS 3.0

The results of this study indicate that (1) celebrity endorsement does not have a direct effect on Purchasing Decisions. Content marketing and live streaming have a significant effect on Purchasing Decisions, (2) Celebrity Endorsement does not have a significant effect on electronic word of mouth. Content marketing and live streaming have a significant influence on electronic word of mouth, with a contribution to Purchasing Decisions of 72.5%, where the remaining 27.5% and electronic word of mouth of 47.0%, where the remaining 53% is influenced by other variables not explained in this study.

*Keywords: celebrity endorsement, Content marketing, live streaming, Purchase Decision, electronic word of mouth
(xiv + 120+ Attachments)*