

The Influence of Content Marketing and Live Streaming on Purchase Decisions on TikTok Shop through Purchase Interest as an Intervening Variable (A Case Study of TikTok Shop Users among Students of ITB Widya Gama Lumajang)

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ARTICLE INFO

Date of entry:
16 October 2025
Revision Date:
22 October 2025
Date Received:
01 November 2025

ABSTRACT

This study aims to examine the effects of content marketing and live streaming on purchase decisions on TikTok Shop, using purchase intention as an intervening variable (a case study of TikTok Shop users who are students at ITB Widya Gama Lumajang). This research uses a quantitative, explanatory research design. The population consists of TikTok Shop users who are students at ITB Widya Gama Lumajang. Data were collected via an online questionnaire using a nonprobability 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 Decision, Purchase Interest



Cite this as: Arifin, Z., Rizal, N., & Ermawati, E. (2025). The Influence of Content Marketing and Live Streaming on Purchase Decisions on TikTok Shop through Purchase Interest as an Intervening Variable (A Case Study of TikTok Shop Users among Students of ITB Widya Gama Lumajang). *Magister: Manajemen Strategis Dan Terapan*, 1(2), 85–95. <https://doi.org/10.30741/mgt.v1i2.1742>

INTRODUCTION

The continuous advancement of technology has transformed the way people shop, including through social media platforms. TikTok, which was initially intended solely for entertainment, can now be used for shopping through the TikTok Shop, launched in the United Kingdom in December 2021. According to Rahmayanti & Dermawan (2023), this feature makes it easier for users to purchase products directly in the app without switching platforms and also helps sellers and creators reach a wider audience. As TikTok continues to grow, the TikTok Shop feature has brought significant changes to shopping habits. According to a survey of students at ITB Widya Gama Lumajang (2025), TikTok is now used not only for entertainment but also for shopping. Students have begun searching for and purchasing products directly in the application without leaving the platform. The

products offered are highly diverse, including daily necessities, clothing, and cosmetics, which influencers or sellers often promote. In this way, TikTok has made shopping easier, more practical, and enjoyable for students.

The actions customers take to decide whether to purchase a product are known as the buying decision (Ramadayanti, 2019). Numerous elements, including financial situation, technology, culture, pricing, location, promotion, product, service, and the individuals involved in the process, all impact this choice, according to Alma (2018). One factor influencing purchasing decisions is content marketing. Content marketing is a way to attract and engage customers through various types of content, such as writing, images, videos, or audio. This content is usually shared through websites, blogs, or social media to support business objectives.(Chaffey dalam Ashari & Sitorus, 2023).

Purchase decisions are also influenced by live streaming. Live streaming refers to real-time broadcasts viewed simultaneously by many people over the internet, either through wired or wireless connections (Yuddin & Musfikar, 2020). Live streaming can enhance interaction between sellers and buyers, mainly when used to promote products or services, thereby encouraging consumers to make a purchase (Febriah & Febriyantoro, 2023) (Febriah & Febriyantoro, 2023). Purchase decisions are also influenced by buying Interest. Buying Interest means that consumers begin to show Interest in a product before deciding to purchase it. (Indika & Jovita, 2017). This Interest arises after consumers become aware of the product and its benefits. Companies can influence buying Interest by capturing consumers' attention. (Ayumi & Budiarmo, 2021).

LITERATURE REVIEW

Purchase Decision

Ramadayanti (2019) states that the purchase decision is the step consumers take to determine whether to buy a product. Purchase decision is the desire of an individual to buy or use a product, whether goods or services, based on the belief that the product will provide satisfaction and the readiness to face potential risks (Deccasari, 2024)

Purchase Interest

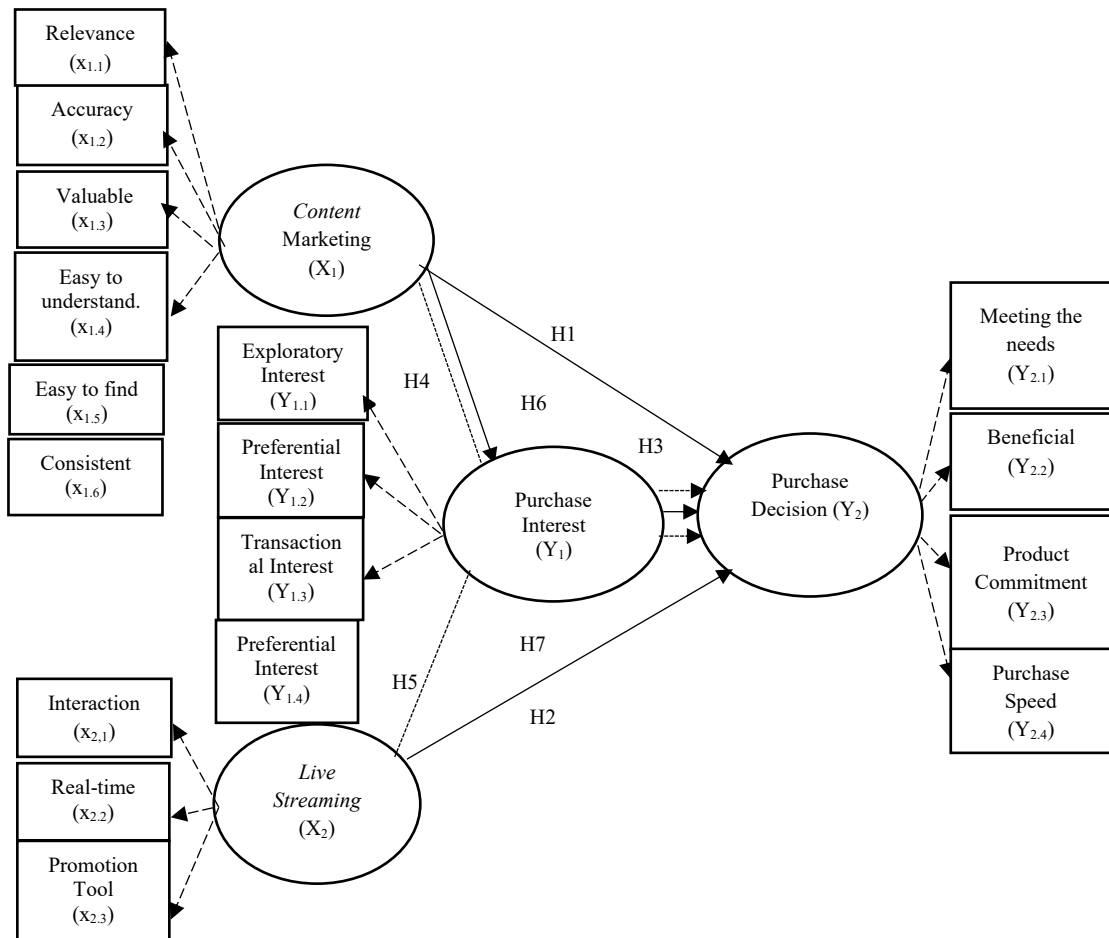
Indika & Jovita (2017). Purchase Interest is the stage where consumers begin to show curiosity or attraction toward a product before making a buying decision. This stage occurs after consumers become aware of the product and its benefits, leading them to develop a positive perception or Interest, but they have not yet formed a firm intention to purchase. Purchase Interest refers to consumer behavior that reflects the extent of their desire to purchase a product (Anisa & Marlana, 2022)

Content Marketing

According to Misbakhudin et al. (2023), content marketing is a marketing strategy that involves creating, planning, and producing high-quality content to engage an active audience or potential consumers. Additionally, content marketing can be understood as a management process where marketers identify and reevaluate public preferences by leveraging digital content, which is then distributed through electronic media (Maulidya Nurivananda et al., 2023).

Live Streaming

According to Yuddin and Musfikar (2020), live streaming is an engaging and interactive medium that provides a user-centered experience by enabling real-time communication between customers and sellers. It is considered a highly effective method for interacting with customers because it fully captures their attention and generates a high level of engagement (Deccasari, 2024).



Source: Ferdinand (2011)

Figure 1. Conceptual Framework

Hypothesis

- H1: The Influence of Content Marketing on Purchase Decisions
- H2: The Influence of Live Streaming on Purchase Decisions
- H3: The Influence of Purchase Intention on Purchase Decisions
- H4: The Influence of Content Marketing on Purchase Interest
- H5: The Influence of Live Streaming on Purchase Interest
- H6: The Influence of Content Marketing on Purchase Decisions through Purchase Interest as an Intervening Variable
- H7: The Influence of Live Streaming on Purchase Decisions through Purchase Interest as an Intervening Variable

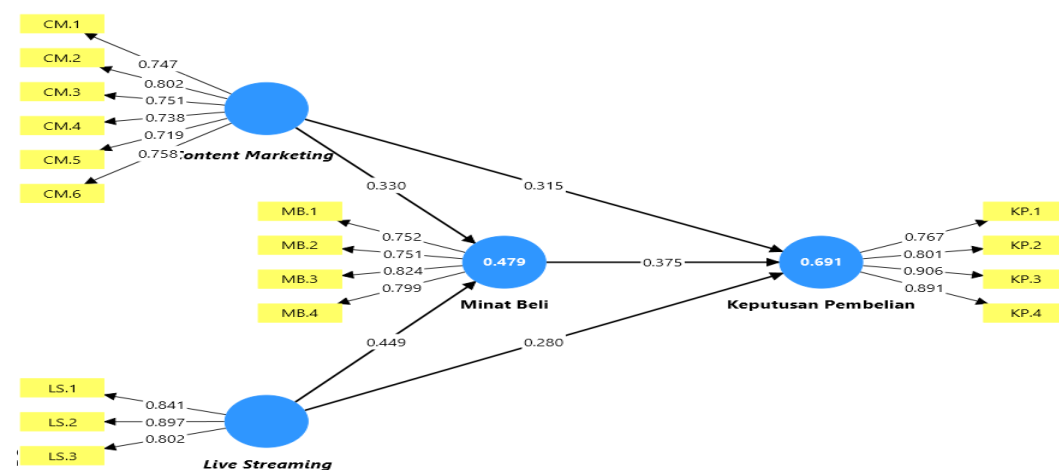
METHODS

This study employs a quantitative research approach and utilizes descriptive statistical methods to analyze the data collected through purposive sampling. The sample size was determined based on the formula proposed by Hair et al. (2010), which suggests using 5 to 10 respondents for each indicator in multivariate analysis. In this study, the researcher used the midpoint value of 6 and applied it to a total of 17 indicators, resulting in a sample size of $6 \times 17 = 102$ respondents.

RESULTS AND DISCUSSION

Measurement Model Evaluation (Outer Model)

The link between latent variables (dependent or independent) and their measurement indicators is the focus of measurement model analysis, often known as the outer model. Convergent validity, discriminant validity, and composite reliability are used to assess the measurement model. (Hair et al., 2019).



Source: SmartPLS Output (2025)

Figure 2. Outer Model Testing

Convergent Validity

In PLS-SEM (Partial Least Squares Structural Equation Modeling), convergent validity is assessed through two leading indicators: outer loadings and Average Variance Extracted (AVE).

Outer Loading

According to Hair et al. (2019), an outer loading greater than 0.70 indicates that the indicator is valid because it has a strong relationship with the latent construct being measured.

Table 1. Convergent Validity Based on Factor Loadings

Variable	Indicator	Outer Loading	P-Value	Outer VIV	Result
Content Marketing	CM.1	0,747	0,000	2,221	Valid
	CM.2	0,802	0,000	2,480	Valid
	CM.3	0,751	0,000	1,952	Valid
	CM.4	0,738	0,000	2,292	Valid
	CM.5	0,719	0,000	2,045	Valid
	CM.6	0,758	0,000	1,866	Valid
Live Streaming	LS.1	0,841	0,000	1,758	Valid
	LS.2	0,897	0,000	2,057	Valid
	LS.3	0,802	0,000	1,603	Valid
Purchase Decision	KP.1	0,767	0,000	1,628	Valid
	KP.2	0,801	0,000	1,798	Valid
	KP.3	0,906	0,000	3,340	Valid
	KP.4	0,891	0,000	3,258	Valid
Purchase Interest	MB.1	0,752	0,000	1,817	Valid
	MB.2	0,751	0,000	1,828	Valid
	MB.3	0,824	0,000	1,722	Valid

Variable	Indicator	Outer Loading	P-Value	Outer VIF	Result
	MB.4	0,799	0,000	1,596	Valid

Source: Data processed (2025)

Based on Table 2, all instruments have outer loadings above 0.7, indicating that the indicators are valid measures of their constructs. The P-values are less than 0.05, showing that the indicators are statistically significant. Additionally, the outer VIF values are below 5, indicating no multicollinearity among the indicators.

Average Variance Extracted (AVE)

If the AVE is greater than 0.50, the construct is considered to have good convergent validity because the indicators explain most of the variance in the latent construct.

Table 2. Convergent Validity Based on Average Variance Extracted (AVE)

Item	Average Variance Extracted (AVE)	Note
Content Marketing	0.567	Valid
Live Streaming	0.718	Valid
Purchase Decision	0.711	Valid
Purchase Interest	0.612	Valid

Source: Data processed (2025)

The test results show that all constructs have AVEs above 0.5, indicating that the variables in this study have good convergent validity.

Discriminant Validity

According to Hair et al. (2019), there are two common approaches to test discriminant validity: cross-loading and the Fornell-Larcker criterion.

Cross Loading

Discriminant validity is considered achieved when an indicator's loading on its original construct is higher than its loading on any other construct. (Hair et al., 2019).

Table 3. Discriminant Validity Based on Cross-Loading

Variable	Indicator	Content Marketing	Live Streaming	Purchase Decision	Purchase Interest
Content Marketing	CM.1	0.747	0.344	0.526	0.419
	CM.2	0.802	0.532	0.677	0.569
	CM.3	0.751	0.413	0.515	0.450
	CM.4	0.738	0.403	0.423	0.392
	CM.5	0.719	0.352	0.440	0.383
	CM.6	0.758	0.498	0.491	0.381
Live Streaming	LS.1	0.570	0.841	0.607	0.497
	LS.2	0.437	0.897	0.654	0.616
	LS.3	0.451	0.802	0.503	0.496
Purchase Decision	KP.1	0.496	0.541	0.767	0.576
	KP.2	0.490	0.593	0.801	0.573
	KP.3	0.744	0.629	0.906	0.687
	KP.4	0.581	0.592	0.891	0.645
Purchase Interest	MB.1	0.420	0.386	0.470	0.752
	MB.2	0.357	0.436	0.475	0.751
	MB.3	0.529	0.554	0.636	0.824

Variable	Indicator	Content Marketing	Live Streaming	Purchase Decision	Purchase Interest
	MB.4	0.497	0.577	0.680	0.799

Source: Data processed (2025)

Based on Table 4 (Fornell-Larcker), the square root of the AVE for each variable is higher than its correlation with other variables. This indicates that each construct has good discriminant validity.

Fornell-Larcker Criterion

By comparing the square root of a concept's AVE (Average Variance Extracted) with the correlations between that construct and other constructs, the Fornell-Larcker criterion assesses discriminant validity.

Table 4. Discriminant Validity Based on the Fornell-Larcker criterion

Variable	Content Marketing	Live Streaming	Purchase Decision	Purchase Interest
Content Marketing	0.753			
Live Streaming	0.570	0.848		
Purchase Decision	0.694	0.699	0.843	
Purchase Interest	0.585	0.637	0.738	0.782

Source: Data processed (2025)

Table 4, (Fornell-Larcker) shows that the square root of AVE for each variable is higher than its correlation with other variables. This means each construct has good discriminant validity.

Composite Reliability dan Cronbach's Alpha

A good Composite Reliability (CR) value is ≥ 0.70 , while values between 0.60 and 0.70 are still acceptable for exploratory research. A good Cronbach's Alpha value is also above 0.70, and values between 0.60 and 0.70 are acceptable in the early stages of research.

Table 5. Composite Reliability and Cronbach's Alpha

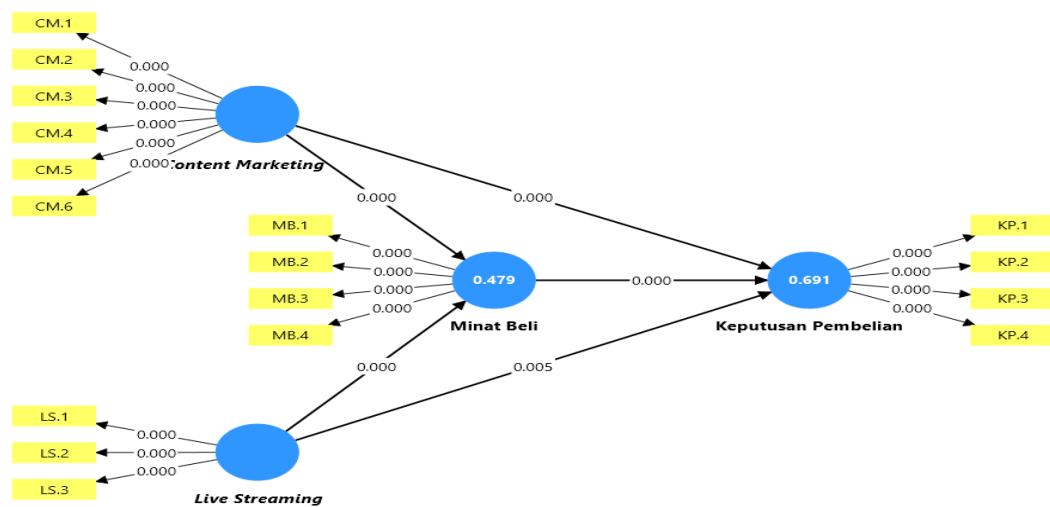
Variable	Composite Reliability	Cronbach's alpha	Note
Content Marketing	0.887	0.848	Reliable
Live Streaming	0.884	0.804	Reliable
Purchase Decision	0.907	0.863	Reliable
Purchase Interest	0.863	0.792	Reliable

Source: Data processed (2025)

The Composite Reliability and Cronbach's Alpha values indicate that all constructs meet the reliability criteria based on both measures.

Structural Model Analysis (Inner Model)

The structural model analysis (inner model) reveals that the relationships among variables align with the theoretical framework and are supported by previous research findings.



Source: SmartPLS Output (2025)

Figure 3. Pengujian Inner Model

R-Square (R^2) Model

R-Square (R^2) shows how well the independent variables explain the dependent variable in a model. According to Hair et al. (2019), 0.75 indicates a strong prediction, 0.50 a moderate one, and 0.25 a weak one.

Table 6. Inner Model Using R-Square (R^2)

Variable	R-Square
Purchase Decision	0.691
Purchase Intention	0.479

Source: Data processed (2025)

Based on Table 6, Purchase Decision has an R-Square of 69.1%, indicating that it is explained by Purchase Intention, which Content Marketing and Live Streaming influence. Other factors explain the remaining 30.9%. Purchase Intention has an R-Square of 47.9%, showing that Content Marketing and Live Streaming explain almost half of its variation. According to Hair et al. (2019), these values indicate that the model has a good explanatory power.

Hypothesis Testing

Hypothesis testing in the PLS-SEM model is conducted using bootstrapping, a resampling method that estimates parameter distributions. The t-statistic and p-value determine if the relationships between constructs are significant. According to Hair et al. (2019), an effect is significant if $t > 1.96$ or $p\text{-value} < 0.05$. This study also employs mediation analysis following Zhao et al. (2010) and Nitzl et al. (2016).

Table 7. Hypothesis Testing

Variable	Original Sample (O)	T statistics (O/STDEV)	P values	Hypothesis	Result
Content Marketing> Purchase Decision	0.315	3,839	0.000	H1	Accepted
Live Streaming> Purchase Decision	0.280	2,585	0.005	H2	Accepted
Purchase Interest> Purchase Decision	0.375	3,493	0,000	H3	Accepted

Variable	Original Sample (O)	T statistics (O/STDEV)	P values	Hypothesis	Result
Content Marketing > Purchase Interest	0.330	3,295	0,000	H4	Accepted
Live Streaming> Purchase Interest	0.449	4,689	0,000	H5	Accepted
Content Marketing> Purchase Interest > Purchase Decision	0.124	2,133	0.016	H6	Accepted
Live Streaming> Purchase Interest > Purchase Decision	0.168	2,728	0.003	H7	Accepted

Source: Data processed (2025)

Based on the detailed hypothesis testing, the following conclusions can be drawn:

1. Content Marketing has a significant effect on Purchase decisions. With a T-statistic of 3.839 and a p-value of 0.000 (< 0.05), hypothesis H1 is accepted. This means that better Content Marketing strategies tend to increase consumers' Purchase Decisions.
2. Live Streaming has a significant effect on Purchase decisions. Live Streaming shows a positive and significant influence on Purchase decisions. The test results show a T-statistic of 2.585 and a p-value of 0.005 (< 0.05). Therefore, hypothesis H2 is accepted. This indicates that more effective use of Live Streaming tends to boost consumers' Purchase Decisions.
3. Purchase Interest significantly affects the Purchase Decision. The test yielded a T-statistic of 3.493 and a p-value of 0.000 (< 0.05), leading to acceptance of hypothesis H3. This means that higher Purchase Intention increases the likelihood that consumers will make a Purchase Decision.
4. Content Marketing has a significant effect on Purchase Interest. With a T-statistic of 3.295 and a p-value of 0.000 (< 0.05), hypothesis H4 is accepted. Better Content Marketing tends to increase consumers' Purchase Intention.
5. Live Streaming has a significant effect on Purchase Interest. The analysis shows a T-statistic of 4.689 and a p-value of 0.000 (< 0.05), so hypothesis H5 is accepted. This means more effective Live Streaming use tends to raise consumers' Purchase Intention.
6. Content Marketing influences Purchase Decision on TikTok Shop through Purchase Interest as an intervening variable. The indirect effect of Content Marketing on Purchase Decision via Purchase Intention is significant (p-value = 0.016; T-statistic = 2.133). The direct effect is also significant and positive. According to Zhao et al. (2010), this is complementary partial mediation, meaning Purchase Intention partially mediates the effect of Content Marketing on Purchase Decision. Hence, hypothesis H6 is accepted.
7. Live Streaming affects Purchase decisions on TikTok Shop through Purchase Interest. The indirect effect of Live Streaming on Purchase Decision through Purchase Intention is significant (p = 0.003; T = 2.728), and the direct effect is also significant and positive. This means Purchase Intention partially mediates the relationship between Live Streaming and Purchase Decision. Therefore, hypothesis H7 is accepted.

The Influence of Content Marketing on Purchase Decisions

Research findings indicate that content marketing plays an important role in influencing purchasing decisions on TikTok Shop, particularly among students at ITB Widya Gama Lumajang. This strategy has proven effective in shaping positive perceptions of products and encouraging consumers to purchase, especially when the content is informative, engaging, and relevant to their needs. This

aligns with the views of Maulana & Roosdhani (2024), who state that content marketing can increase consumer confidence and reduce uncertainty in the decision-making process, as consumers feel more assured about the benefits and quality of the products offered. However, a different perspective is presented by Abdul et al (2018), who argue that content marketing does not directly influence purchasing decisions. Its impact largely depends on supporting factors such as content quality, source credibility, and alignment with consumer needs and preferences. Therefore, while content marketing has great potential to influence purchasing decisions, its effectiveness cannot be separated from the context and characteristics of the target audience.

The Influence of Live Streaming on Purchase Decision

Research findings show that live streaming significantly influences purchasing decisions on TikTok Shop, especially among students at ITB Widya Gama Lumajang. Effective live streaming helps create positive perceptions of products and encourages consumers to buy by providing real-time interaction and clear product demonstrations. This supports Yuddin & Musfikar's (2020) view that live streaming is an engaging medium that allows direct communication between sellers and buyers, increasing consumer trust and involvement. According to Ramadayanti (2019), purchasing decisions depend on consumers' confidence in the product's ability to satisfy their needs and their readiness to accept risks. Live streaming helps build this confidence through honest, interactive presentations. However, Zahro (2024) argues that live streaming does not always directly affect purchasing decisions, as its impact depends on factors such as content quality and consumer preferences. Therefore, while live streaming can strongly influence buying decisions, its effectiveness varies based on how well it is executed and who the target audience is.

The Influence of Purchase Interest on Purchase Decisions

Research findings show that purchase intention significantly affects purchasing decisions on TikTok Shop, especially among students at ITB Widya Gama Lumajang. Higher purchase intention directly encourages consumers to buy. This aligns with Indika & Jovita (2017), who define purchase intention as the consumer's Interest in a product before deciding to buy. This Interest develops after consumers recognize the product and its benefits. Anisa & Marlina (2022) add that firm purchase intention makes the buying decision easier, supported by Ramadayanti (2019), who explains that purchasing decisions depend on whether consumers decide to buy or not. Deccasari (2024) states that this decision is influenced by confidence in product satisfaction and readiness to face risks. Therefore, high purchase intention acts as a bridge between initial perception and the final buying decision on platforms like TikTok Shop. This is supported by Mukarromah (2022) and Iriani (2022), who found a positive effect of purchase intention on buying decisions. However, Yuliviona (2022) argues that purchase intention does not significantly influence purchasing decisions, suggesting that its impact may vary based on other factors.

The Influence of Content Marketing on Purchase Interest

Research findings show that content marketing significantly affects purchase intention among TikTok Shop users, especially students at ITB Widya Gama Lumajang. Effective content marketing increases consumers' Interest in buying products by providing accurate and relevant information. This supports Misbakhudin et al. (2023), who explain that content marketing involves creating and sharing quality content that attracts and engages potential buyers. Indika & Jovita (2017) also state that purchase intention occurs when consumers recognize a product and see its benefits. Therefore, good content marketing not only informs but also encourages consumers to want to buy. This is supported by Antika and Maknunah (2023) and Iriani (2022), who found a positive link between content marketing and purchase intention. However, Sholihin et al. (2023) argue that content marketing does not always significantly influence purchase intention, depending on other factors.

The Influence of Live Streaming on Purchase Interest

Research shows that live streaming on TikTok Shop significantly affects purchase intention, especially among students at ITB Widya Gama Lumajang. When live streaming effectively demonstrates products and answers questions in real Time, it increases users' Interest in buying.

Yuddin & Musfikar (2020) explain that live streaming allows direct interaction between sellers and buyers, making the experience more engaging and building trust. Students feel more confident to buy after seeing live demos and getting answers during the stream. This trust boosts their purchase intention. According to Deccasari (2024), when purchase intention is firm, consumers decide if the product will satisfy them and if they are ready to take risks. Live streaming helps speed up this decision by providing clear information and real-time interaction. Fakri & Astuti (2023) support this positive effect, but Ginting & Harahap (2022) argue that live streaming does not always influence purchase intention, depending on other factors.

The Influence of Content Marketing on Purchase Decisions Through Purchase Interest

Research shows that purchase intention acts as a bridge between content marketing and buying decisions. Effective content marketing with accurate and interesting information not only influences decisions directly but also increases purchase intention, which then leads to buying. This is seen among TikTok Shop users, especially students at ITB Widya Gama Lumajang, who are more likely to buy after being drawn to high-quality content. According to Ashari & Sitorus (2023), content marketing involves creating and sharing media to attract and engage consumers. When content is trusted and relevant, it increases Interest and drives purchase intention, as explained by Indika & Jovita (2017). Deccasari (2024) adds that buying decisions depend on the belief that the product will satisfy and the readiness to take risks. Therefore, content marketing helps shape purchase intention, which in turn encourages actual purchases. This is supported by Deccasari (2024) and Iriani (2022), though Zahro (2024) argues that content marketing may not always affect purchase intention significantly.

The Influence of Live Streaming on Purchase Decisions Through Purchase Interest

Research shows that purchase intention plays an important role in live streaming and buying decisions. Live streaming offers real-time interaction that makes consumers feel more involved, increasing their Interest and encouraging them to buy. This is seen among TikTok Shop users, especially students at ITB Widya Gama Lumajang, who are more likely to buy after watching live product demonstrations. According to Yuddin and Musfikar (2020), live streaming enables direct communication, thereby building consumer engagement. Purchase intention happens when consumers recognize and value the product, as explained by Anisa & Marlina (2022). Deccasari (2024) adds that buying decisions are driven by the belief that the product will satisfy needs and by the willingness to take risks. Thus, live streaming helps build confidence and drives purchases. This is supported by Deccasari (2024) and Diany & Yuliyanti (2024), although Zahro (2024) suggests purchase intention may not always mediate this effect.

CONCLUSION

Based on the research findings regarding the influence of content marketing and live streaming on purchase decisions, with purchase intention as an intervening variable among TikTok Shop users who are students at ITB Widya Gama Lumajang, it can be concluded that both content marketing and live streaming have a positive and significant effect on purchase intention and purchase decisions. Purchase intention also plays an important role, showing a positive and significant impact on purchase decisions. Furthermore, content marketing and live streaming influence purchase decisions not only directly but also indirectly through purchase intention as an intervening variable. This indicates that these marketing strategies are effective in increasing consumer interest and confidence in the TikTok Shop platform, especially among ITB Widya Gama Lumajang students.

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