

***THE INFLUENCE OF LIVE STREAMING, ONLINE CUSTOMER REVIEWS,
AND CUSTOMER ENGAGEMENT ON PURCHASE INTENTION IN BRAND
MAKE OVER***

(Survey of Consumer TikTok Shop Users

In the City of D.I Yogyakarta)

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ABSTRACT

This study demonstrate how live streaming, online customer review, and customer engagement affect purchase intention. 110 participants took part in the study conducted on consumers TikTok Shop users in the city of D.I Yogyakarta. The method used was quantitative with the sampling technique using non-probability sampling with purposive sampling method. Data analysis tools with SPSS program.

Keyword: *Live streaming, Online Customer Review, Customer Engagement, Purchase Intention*

**PENGARUH *LIVE STREAMING*, *ONLINE CUSTOMER REVIEW*, DAN
CUSTOMER ENGAGEMENT TERHADAP *PURCHASE INTENTION* PADA
BRAND MAKE OVER**

**(Survei pada Konsumen Pengguna TikTok Shop
di Kota D.I Yogyakarta)**

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ABSTRAK

Penelitian ini menunjukkan bagaimana *live streaming*, *online customer review*, dan *customer engagement* mempengaruhi *purchase intention*. Penelitian ini dilakukan terhadap konsumen pengguna TikTok Shop di kota D.I Yogyakarta diikuti oleh 110 orang peserta. Metode yang digunakan adalah metode kuantitatif dengan teknik pengambilan sampel menggunakan *non-probability sampling* dengan metode *purposive sampling*. Alat analisis data dengan program SPSS.

Kata Kunci: *Live Streaming*, *Online Customer Review*, *Customer Engagement*,
Purchase Intention