

ABSTRAK

THE INFLUENCE OF TIKTOK CONTENT MARKETING, LIVE COMMERCE, AND USER-GENERATED CONTENT (UGC) ON PURCHASE INTENTION

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh content marketing TikTok, *live commerce*, dan *user-generated content* (UGC) terhadap *purchase intentions* konsumen pada produk skincare Grace & Glow di Yogyakarta. Latar belakang penelitian ini didasarkan pada meningkatnya penggunaan TikTok sebagai platform pemasaran digital yang efektif dalam membangun keterlibatan konsumen dan mendorong minat beli, khususnya di kalangan generasi muda. Penelitian ini menggunakan pendekatan kuantitatif dengan desain penelitian eksplanatori-kausal. Sampel penelitian berjumlah 187 responden yang diperoleh melalui teknik purposive sampling, dengan kriteria pengguna TikTok berusia minimal 17 tahun dan pernah menyaksikan promosi produk Grace & Glow. Data dikumpulkan melalui kuesioner dengan skala Likert lima poin dan dianalisis menggunakan regresi linear berganda dengan bantuan perangkat lunak IBM SPSS versi 27. Hasil penelitian menunjukkan bahwa ketiga variabel independen tersebut berpengaruh positif dan signifikan terhadap minat beli. Aktivitas live streaming di TikTok terbukti meningkatkan keterlibatan langsung dan kepercayaan konsumen, sementara content marketing dan user-generated content berkontribusi dalam membentuk persepsi merek yang positif. Secara teoretis, penelitian ini memperluas pemahaman mengenai strategi pemasaran digital berbasis interaksi sosial. Secara praktis, temuan penelitian ini memberikan rekomendasi bagi merek lokal untuk mengoptimalkan strategi komunikasi interaktif guna meningkatkan minat beli konsumen di era pemasaran berbasis media sosial.

Kata kunci: *Content Marketing, Live Commerce, Purchase intention, User-Generated Content, TikTok*

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ABSTRACT

This study aims to analyze the influence of TikTok content marketing, live commerce, and user-generated content (UGC) on consumers purchase intentions for Grace & Glow skincare products in Yogyakarta. The background of this study is the increasing use of TikTok as an effective digital marketing platform for fostering consumer engagement and purchase intent, especially among younger generations. This study used a quantitative, explanatory-causal design. A sample of 187 respondents was obtained through purposive sampling, with the criteria of TikTok users aged 17 or older who had watched Grace & Glow promotions. Data were gathered through a five-point Likert scale questionnaire and analyzed using multiple linear regression in IBM SPSS 27. The results of the study indicate that the three independent variables significantly and positively influence purchase intention. Live streaming activities on TikTok increase direct engagement and customer trust, while marketing content and UGC enhance positive brand perception. Theoretically, this study expands the understanding of social interaction-based digital marketing strategies. In practice, these findings offer recommendations for local brands to optimize interactive communication strategies to increase consumer purchase intention in the era of social media-based marketing.

Keywords: Content Marketing, Live Commerce, Purchase intention, User-Generated Content, TikTok