

The Effect Of Tiktok Shop Mykonos Official Live Streaming Marketing Communication On The Purchasing Power Of Students Of The Faculty Of Dakwah And Communication At Uin North Sumatera

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Received: 04/10/2025

Revised: 05/10/2025

Accepted: 07/10/2025

Abstract

This study examines the impact of live streaming marketing messages on TikTok Shop Mykonos Official purchasing power among students at the Faculty of Da'wah and Communication, UIN North Sumatera. This study used a descriptive quantitative approach with a sample of 100 respondents. Purposive sampling involves selecting participants based on pre-determined criteria set by the researcher. A questionnaire was used to collect data on each indicator variable (X and Y). The research instrument test utilizes validity and normality checks, whereas the data analysis test employs simple linear regression analysis. It is well established that marketing communications via live streaming have a beneficial impact on students' purchasing decisions. The study found a significant impact of marketing messages on students' purchasing power ($p\text{-value} = 0.006 < 0.05$). This is due to live streaming's capacity to facilitate real-time interactions, foster trust, and give a more engaging and informative buying experience.

Keywords

Marketing Communication, Live Steaming, Tiktok Shop, Purchasing Power

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1. INTRODUCTION

In today's digital age, marketing communications have undergone a significant transformation with the emergence of social media platforms as effective marketing channels. One of the latest innovations in marketing is the use of live streaming as a marketing communication method. Live streaming enables real-time interaction between sellers and consumers, creating a more personalized and authentic shopping experience. This presents new opportunities for businesses to capture consumer attention and increase their purchasing power.

One platform that has made extensive use of live streaming is TikTok Shop. As a short-form video-based app, TikTok is not only a means of entertainment but also an innovative e-commerce platform. TikTok Shop utilizes a user-preference-based algorithm to connect sellers with the right potential customers, creating an interactive and engaging shopping ecosystem. The live streaming



feature on TikTok Shop has become a mainstay in attracting buyers by combining elements of entertainment, direct interaction, and real-time product demonstrations.

The TikTok app, which launched in 2018, is now gaining popularity. Its popularity is growing due to the various benefits it offers, particularly in supporting online business activities (Sari, 2022). TikTok itself is a social media platform based on short videos with audio. This platform has become a favorite among the public, especially millennials, because of its video-sharing concept that allows users to share content and interact with other users. Furthermore, in the realm of economic transactions, TikTok is growing rapidly like a trend that quickly attracts attention (Christhy, 2021) (Rachmawaty, 2021) (Endarwati & Ekawarti, 2021).

One feature that further enhances TikTok's appeal is TikTok Shop, an online shopping service available to anyone. In today's digital age, shopping has become easier with internet access, including through the TikTok app. The shopping process on TikTok Shop is relatively simple; users only need the latest version of the app and a registered account. Transactions are also quite simple, eliminating the need for a separate app.

TikTok shop as one of the e-commerce that has many users in recent years. Based on data from compas.co.id in the alania.id article, TikTok Shop achieved a market share of 18.6% or IDR 8.9 trillion in the first half of 2024. This number ranks second in the Fast-Moving Consumer Goods (FMCG) sector surpassing Lazada, Blibli, and Tokopedia. The increase in TikTok Shop sales is due to interactive features that allow sellers to promote their products through live streaming and exclusive sales offers. Based on katadata.co.id, the comparison of TikTok Shop transactions in Indonesia with other e-commerce is in 4th place, with Shopee 40%, Tokopedia 30%, Bukalapak 11%, TikTok Shop 9%, Lazada 7%, and Bili 4% each. Based on data from rootdigital.co.uk, digital transactions are changing the world of shopping in such a way that many large stores are falling victim to the growth of digital innovation and transformative e-commerce trends (Aulia, 2024). Beyond serving as an entertainment hub, TikTok has evolved into a thriving marketplace with its own TikTok Shop. The platform, which partners with e-commerce platform Tokopedia, uses live streaming and influencer reviews to boost sales. This phenomenon has created a shift in consumer behavior. They can ask sellers questions directly, view products in greater detail, and even access exclusive promotions or discounts. However, the effectiveness of live streaming marketing communications in influencing consumer purchasing power still requires further study.

The live streaming feature is believed to increase user trust in online shopping. This is important because online shopping cannot provide the direct experience of conventional shopping. With live streaming, sellers can explain products in detail, conduct demonstrations, and also provide answers to customer questions directly. (Saputra, 2022). Live streaming is the best strategy for

introducing products more widely to the public, thus having a positive impact on their popularity and sales. Thus, live streaming can be viewed as part of advertising activities. According to Kotler (2016), advertising itself is a form of non-personal presentation aimed at promoting a product, and involves a fee in return for the promotional activity.

Mykonos itself is an Indonesian perfume brand founded in 2019 by a group of perfume enthusiasts and currently boasts a total following of 723,000. They aim to tell stories through their scents, with each perfume designed to evoke a unique narrative. Mykonos offers a wide range of perfumes, each with its own distinctive scent and packaging.



Figure 1. TikTok Profile

The brand has gained popularity, especially on platforms like TikTok, where they have successfully launched exclusive variants and engaged viewers through live shopping via live streaming held daily from 7:00 AM WIB – 12:00 AM WIB with a morning live stream (7:00 AM WIB – 10:30 AM WIB), afternoon live stream (11:00 AM WIB – 3:00 PM WIB), afternoon live stream (4:00 PM WIB – 7:30 PM WIB) and evening live stream (8:00 PM WIB – 12:00 AM WIB) with each host having a different host. While striving to convey a premium impression, Mykonos strives to offer high-quality fragrances at affordable prices. They have effectively utilized platforms like TikTok and Tokopedia to find more buyers and drive sales, especially during live streaming. In essence, Mykonos Parfum is a perfume brand that combines storytelling, uniqueness, and accessibility to create a captivating experience for its customers, while also making a mark in the competitive Indonesian market.

In the business world, one crucial aspect is managing effective communication with both consumers and potential customers. Marketing communications plays a significant role in helping companies shape and build a positive brand image in the eyes of consumers and the marketplace. Effective communication not only builds and maintains various forms of relationships, but is also key to creating mutually beneficial customer relationships (Kotler & Armstrong, 2018).

A business plan itself is a strategic step designed to achieve a common goal. According to Kotler and Armstrong (2018), marketing is defined as the activity of creating a product of value to be

sold to the market and building customer trust to establish strong and positive relationships and generate positive feedback. Products will be more readily accepted by the market if marketers understand consumer needs, are able to present products that provide added value, and determine pricing, distribution, and promotion appropriately. Furthermore, Kotler and Armstrong (2018) explain that the marketing mix consists of four main elements: product, price, place, and promotion.

Based on research by Yuliana Vavelan et al. (2020), live streaming on TikTok Shop has a significant and positive impact on consumer trust. This impact provides significant benefits for resellers and online businesses, as evidenced by the increased consumer interest in online shopping. In other words, the higher the level of consumer trust, the greater the incentive to make online purchases. This trust is built on consumer experience, where the consistency and honesty of online sellers are key factors that strengthen their confidence in online shopping.

Research by Clarisa Damayanti (2024) also shows that the live streaming feature on the TikTok Shop app significantly influences consumer purchase intention. The higher a consumer's trust in a product's value, the more likely they are to make a purchase. This demonstrates that the live streaming feature significantly contributes to increasing consumer purchase intention on the TikTok Shop app.

Through this study, researchers aimed to explore the extent to which live streaming marketing communications on the TikTok Shop Mykonos Official could influence the purchasing power of students at the Faculty of Da'wah and Communication, UIN North Sumatra. This study aimed to identify factors that make live streaming an effective marketing strategy and analyze its impact on consumer purchasing decisions. Therefore, the research findings are expected to contribute to business actors in designing more optimal marketing strategies in the digital era..

2. METHODS

This study chose a quantitative descriptive approach to identify the influence of live streaming marketing communications on TikTok Shop on student purchasing power and to enable researchers to measure data accurately and objectively. The study respondents were active TikTok Shop users, students from the Faculty of Da'wah and Communication, UIN Sumatera Utara, and the 2021 intake. The study was planned to last for three months, from June to August 2025, covering data collection, analysis, and report preparation.

The population of this study is active students of the Faculty of Da'wah and Communication, UIN North Sumatra, Stambuk 2021. Presented in the following table:

Table 1. Research Population

Study program	Number of	Number of TikTok Shop Mykonos
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	Students	Official Users
Islamic Communication and Broadcasting	154	32
Da'wah Management	167	43
Islamic Counseling Guidance	68	13
Development of Islamic Society	43	12
Total	432	100

The sampling technique used is purposive sampling, with the following criteria:

1. Age range 18-21 years.
2. Have you ever watched or shopped at TikTok Shop via Mykonos Official live streaming @mykonosofficial?
3. Willing to fill out the research questionnaire.

Based on observations, the population size was 432 people, and the sample size was 100 respondents, meeting the aforementioned criteria. In purposive sampling, the sample is not randomly divided but is determined based on the researcher's considerations and specific criteria. The number of participants per study program still needs to be calculated proportionally to ensure that all study programs are represented according to their population size. The basis for proportional calculations is a fair comparison based on certain proportions.

The distribution was carried out proportionally according to the number of students in each study program compared to the total population of 432 students. For the Islamic Communication and Broadcasting study program, the calculation was $154/432$ multiplied by 100, which is approximately 35.65. I rounded this number down to 32 to maintain a total of 100 respondents. If I had used 40, the proportion would no longer reflect the population and could have introduced bias. Therefore, the distribution of respondents to 32, 43, 13, and 12 was not arbitrary, but rather the result of rounding the proportional calculation. Because proportional distribution often results in fractions, the researcher rounded the sample to maintain a balanced representation across study programs and to truly meet the established criteria.

Data were collected using a G-Form questionnaire, consisting of structured questions using a Likert scale (1, 2, 3, 4, 5). Documentation included secondary data such as TikTok Shop usage reports, e-commerce trends, and relevant previous studies. The questionnaire consisted of 20 statements, consisting of 10 statements for the Marketing Communications (X) variable and 10 statements for the Purchasing Power (Y) variable.

The research questionnaire was tested through validity and reliability tests to ensure consistency and accuracy. Another test, classical assumptions, used normality and linearity tests as prerequisites for conducting regression tests. Then, the analysis used simple linear regression to analyze the effect

of the independent variable (live streaming marketing communications) on the dependent variable (public purchasing power). The analysis was conducted using statistical software, IBM SPSS Statistics Viewer for Windows.

The research indicators can be seen in the following table:

Table 2. Research Indicators

Variabel	Indikator	Skala
Komunikasi Pemasaran (X)	Harga (<i>price</i>) Produk (<i>product</i>) Tempat (<i>place</i>) Promosi (<i>promotion</i>) (Kotler dan Armstrong, 2019)	Likert (1,2,3,4,5)
Daya Beli (Y)	Minat transaksional Minat referensial Minat preferensial Minat Eksploratif (Ferdinand, 2016)	Likert (1,2,3,4,5)

3. FINDINGS AND DISCUSSION

3.1 RESEARCH RESULT

This section outlines the research findings obtained from respondents regarding the influence of live streaming marketing communications on student purchasing power in TikTok Shop. The data obtained will then be processed and presented to facilitate the analysis of patterns and trends in respondents' responses.

Questionnaire Validity Test

Before conducting data analysis, a test is necessary to determine the validity of a questionnaire item (Sugiyono, 2019). The testing process begins with compiling the questionnaire, then conducting tests to ensure the validity of the instrument. The technique used is Bivariate Pearson (Pearson Product Moment Correlation) through the assistance of SPSS software. An item is declared valid if the calculated r value $\geq r$ table, whereas if the calculated r value $\leq r$ table, the item is considered invalid.

The total number of respondents in this study was 100, with a 5% margin of error. The r table value can be seen through the r table distribution value, which indicates that the r table value in this study is 0.195. For more details on the validity of the questionnaire items, see the following table:

Table 3. Questionnaire Validity

Item Kuesioner	R _{Hitung}	R _{Tabel}	Keterangan
X1.1	0.580	0.195	Valid
X1.2	0.531		
X1.3	0.543		
X1.4	0.600		
X1.5	0.467		
X1.6	0.489		
X1.7	0.496		
X1.8	0.553		
X1.9	0.499		
X1.10	0.391		
Y1.1	0.349	0.195	Valid
Y1.2	0.558		
Y1.3	0.513		
Y1.4	0.565		
Y1.5	0.389		
Y1.6	0.590		
Y1.7	0.395		
Y1.8	0.440		
Y1.9	0.402		
Y1.10	0.485		

So it is known in the table that all the research questionnaire items are valid and can then be used as a research instrument.

Questionnaire Reliability Test

Reliability testing is a method for assessing the extent to which a questionnaire, as an indicator of a variable, can produce consistent results. The technique used to measure reliability is Cronbach's Alpha (α). An instrument is considered reliable if its Cronbach's Alpha value is > 0.60 .

Marketing Communication Variable (X)

Table 4. Reliability Test of Variable X

Reliability Statistics	
Cronbach's Alpha	N of Items
.685	10

Purchasing Power Variable (Y)

Table 5. Reliability Test of Variable Y

Reliability Statistics	
Cronbach's Alpha	N of Items
.610	10

So it can be concluded in the table:

Table 6. Reliability of Variables X and Y

Variables	Cronbach Alpha Value	Information
Marketing Communications (X)	0.685	Reliable
Purchasing Power (Y)	0.610	Reliable

After conducting a reliability test with Cronbach alpha, it was found that each variable was Marketing Communication (X) $0.685 > 0.60$ and the Purchasing Power variable (Y) $0.610 > 0.60$, so it means that each indicator of the variable is reliable.

Classical Assumption Test

This test ensures that the data meets the requirements of a good regression model. The goal of this test is to ensure that the analysis results are reliable (valid) and free from bias.

a. Normality

The normality test aims to determine whether the distribution is normal or not (Ghozali, 2018:161). In this study, the normality test was conducted using the One Sample Kolmogorov-Smirnov method

Table 7. Kolmogorov-Smirnov Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.03073160
Most Extreme Differences	Absolute	.088
	Positive	.041
	Negative	-.088
Test Statistic		.088
Asymp. Sig. (2-tailed)		.053 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

It is known that in the test results the Asymp. Sig (2-tailed) value = $0.053 > 0.050$, it is concluded that the data is normally distributed

b. Linearity

The linearity test aims to determine whether two or more variables being tested have a significant linear relationship or not.

Table 8. Linearity Test

ANOVA Table								
				Sum of Squares	df	Mean Square	F	Sig.
Daya Beli Komunikasi Pemasaran	Between Groups	(Combined)		211.739	18	11.763	1.237	.253
		Linearity		72.362	1	72.362	7.612	.007
		Deviation from Linearity		139.377	17	8.199	.862	.618
	Within Groups			769.971	81	9.506		
	Total			981.710	99			

So the sig value is known. Deviation from Linearity = 0.618 > 0.050, so it means there is a linear relationship.

Simple Linear Regression Analysis

In this study, a simple linear regression analysis was conducted to examine the effect of live streaming marketing communications on student purchasing power on the Mykonos Official TikTok Shop account. The hypotheses are as follows:

Ha : There is an influence between Marketing Communication and Live Streaming on Students' Purchasing Power

H0 : NoThere is an influence between Marketing Communications and Live streaming on students' purchasing power

The results of a simple regression analysis using IBM SPSS Statistics Viewer for Windows software are as follows:

Table 9. Simple Regression Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.271 ^a	.074	.064	3.046
a. Predictors: (Constant), Komunikasi Pemasaran				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	72.362	1	72.362	7.798	.006 ^b
	Residual	909.348	98	9.279		
	Total	981.710	99			
a. Dependent Variable: Daya Beli						
b. Predictors: (Constant), Komunikasi Pemasaran						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	33.634	2.929		11.482	.000
	Komunikasi Pemasaran	.205	.073	.271	2.793	.006

a. Dependent Variable: Daya Beli

The coefficients table shows a sig. $0.006 < 0.050$, indicating that there is an influence between the Marketing Communications variable (X) and Purchasing Power (Y). Therefore, H_a is accepted and H_0 is rejected.

Next, a Simultaneous F test was also carried out by looking at the ANOVA Table with the following calculations:

Compare the calculated f value with the f table with the following decision-making basis:

If the calculated f value $>$ f table then it is concluded that variable X has an effect on variable Y.

If the calculated f value $<$ f table then it is concluded that variable X has no effect on variable Y.

Ftable

$= (k ; nk)$

$= (1 ; 100-1)$ where k is the number of independent variables and n is the number of respondents

$= (1 ; 99)$ means df-1 to 99 (seen in the distribution value of the ftable)

$= 3.94$

From The results of the f test (simultaneous) concluded that the calculated f value was $7.798 >$ ftable 3.94, so the Marketing Communication variable (X) had an effect on the Purchasing Power variable (Y).

3.2 RESEARCH DISCUSSION

The current development of internet technology has given rise to various innovations, one of which is e-commerce. The advent of e-commerce has transformed buying and selling activities by providing more convenient transaction methods, including through internet networks, online platforms, and even product advertising.

Asnawi (2021), explained that e-commerce includes all forms of trading in products and services that utilize electronic media. Where access to the platform can be accessed by all groups, whether individuals or the wider community. This development has also encouraged a shift from traditional (offline) marketing systems to digital (online) marketing. For consumers, e-commerce offers various benefits, one of which is time efficiency because they can shop via online platforms without having to go to a physical store, and can do it at any time without time limits.

This phenomenon has driven the public's desire to shop online and has also influenced the popularity of live streaming (Sun et al., 2019). Furthermore, the feature allows sellers to offer buyers discount vouchers and free shipping, which further encourages students to shop (Su et al., 2019). Other research also suggests that live streaming has a psychological effect, narrowing the gap between sellers and buyers (Xue et al., 2020). Therefore, many sellers utilize the live streaming feature on e-

commerce platforms, such as TikTok, to promote their products. By using engaging visuals, sellers can display product details as if buyers were seeing them in person, thus providing consumers with clearer information and encouraging them to make a purchase (Kang et al., 2021).

The study found that marketing communications via live streaming have a positive impact on consumer purchasing power. This is evidenced by the regression analysis results, tested using SPSS software, yielding a significance value of $0.006 < 0.05$. This is due to live streaming's ability to create real-time interactions, build trust, and provide a more engaging and informative shopping experience.

Mykonos is an Indonesian perfume brand founded in 2019 by a group of perfume enthusiasts. They aim to tell stories through their scents, with each perfume designed to evoke a unique narrative. Mykonos offers a wide range of perfumes, each with its own distinct scent and packaging. The brand has gained popularity, particularly on platforms like TikTok, where they have successfully launched exclusive variants and engaged with viewers through live shopping. While striving to convey a premium feel, Mykonos strives to offer high-quality fragrances at affordable prices. They have effectively leveraged platforms like TikTok and Tokopedia to attract more visitors and drive sales, particularly during live streams. Essentially, Mykonos Parfum is a perfume brand that combines storytelling, uniqueness, and accessibility to create a captivating experience for its customers, while also making a mark in the competitive Indonesian market.

This study shows that marketing communications significantly influence student purchasing power, emphasizing the importance of real-time interaction, host credibility, and the quality of live streaming content. These factors play a role in building trust, strengthening brand image, and influencing students' purchasing decisions. Furthermore, the results also have a positive impact on purchasing power. This means that the more frequent promotions via live streaming, the greater the increase in student purchasing power. TikTok live streaming itself is a promotional tool provided by sellers to buyers directly (in real time), making it effective and targeted (Sari, 2023). Furthermore, most live streaming appears on users' homepages, thus effectively targeting the desired target market.

As we know, this live streaming feature has many advantages that consumers appreciate, one of which is the ability to see the desired product directly and interact with the host in real time through Q&A sessions without worrying about the item not being what they want. Furthermore, a host who is communicative, persuasive, and able to provide clear explanations are factors that attract consumers to purchase a product (Sari, 2023). This attitude is also seen in the TikTok live streaming host Mykonos, who successfully attracted consumers to try and repurchase the perfume product. Furthermore, the live streaming feature makes it easier for users to make transactions, including the process of purchasing or checking out the products they want.

In Kotler's 4P theory, marketing communications refers to the Promotion component, which

includes various activities to inform, persuade, and remind consumers about products, prices, and places, through advertising, personal selling, sales promotions, and public relations. This element works together with Product, Price, and Place to form an effective marketing mix strategy to attract customers and build long-term relationships. All of these elements are essential in marketing activities. The elements in the marketing mix have a very important role and can significantly influence purchasing power.

Increasing purchasing power is one of the primary goals of the live streaming strategy. Through this feature, students can see products directly and receive real-time explanations, thereby fostering confidence in their purchasing decisions. Interactive shopping experiences create higher consumer engagement, as they not only passively receive information but also actively participate by asking questions and providing comments. This positively impacts consumer trust, which ultimately influences purchasing decisions.

Agustina (2018) explains that live streaming allows messages to be conveyed directly to audiences through video displays, making it an effective method for real-time long-distance interaction. This form of interaction can be done through the streaming platform's features and the available comment column (Fransiska & Paramita, 2020). Similarly, research by Fakri & Indra Astuti (2023) found that live streaming has a significant influence on consumer purchasing interest. Another study by Ramadhan (2024) also proved that live streaming has a positive effect on consumer purchasing interest among students at the University of Jambi, indicating that live streaming plays a significant role in driving purchasing interest. This occurs because live streaming makes it easier for consumers to ensure that the product they order meets their expectations.

4. CONCLUSION

The study found that marketing communications through live streaming had a positive effect on students' purchasing power. This was demonstrated by the significant regression analysis value of $0.006 < 0.05$. This indicates a significant relationship between marketing communications and students' purchasing power. This influence arises because live streaming can provide real-time interaction, foster trust, and provide a more engaging and informative shopping experience. One of the main goals of implementing a live streaming strategy is to increase purchasing power. When students can see products directly and receive real-time explanations, they feel more confident in making purchasing decisions. This interactive shopping experience creates higher consumer engagement, as they not only passively receive information but also actively participate by asking questions and providing comments. This positive impact on consumer trust levels ultimately encourages purchases.

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