

ABSTRACT

TikTok is a social media platform that allows users to create and share creative and interesting short videos. In addition to being an entertainment platform, TikTok has developed into an effective product marketing tool through TikTok Shop features and live streaming. Through a social commerce approach, users can watch videos or live broadcasts that promote products and make direct purchases without leaving the app, providing a smooth and interactive shopping experience. TikTok Shop's success lies in its ability to combine entertainment and shopping on a single platform, users can find new products and make direct purchases. However, Yessica's products, which have low prices, varied beauty products, have good quality and are marketed in TikTok, have several buyers all visitors, around 3.79%. Meanwhile, compared to the number of page views, only about 1.68% transacted. The purpose of this study is to analyze the factors that affect Yessica's purchasing interest in TikTok's Live Streaming. The variables studied include Interactivity Live Streaming (X), Utilitarian Value (Z1), Hedonic Value (Z2), and Purchase Intention (Y). This study used a quantitative method with a consumer population in the JaBoDeTaBek area with 115 respondents. Data was collected through questionnaires and analyzed with SEM using Smart PLS. This study is expected to help Yessica's understand the factors that contribute to the increase in consumer purchasing interest in TikTok Live and provide references to subsequent studies that discuss marketing strategies through live streaming on social media platforms.

Keywords: Yessica's, Interactivity Live Streaming, Utilitarian Value, Hedonic Value, Purchase Intention