ABSTRAK

Pengaruh *Content Marketing, Live Shopping* dan *Customer Review* Terhadap Keputusan Pembelian Produk *Cat Condo* di Tiktokshop Caspira

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Penelitian ini bertujuan untuk menganalisis pengaruh *Content Marketing, Live Shopping*, dan *Customer Review* terhadap Keputusan Pembelian produk *Cat Condo* di TikTokshop Caspira. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Teknik pengambilan sampel yang digunakan adalah *purposive sampling* dengan jumlah responden sebanyak 291 responden, yaitu konsumen yang pernah melakukan pembelian produk *Cat Condo* di TikTokshop Caspira. Pengumpulan data dilakukan melalui kuesioner yang disebarkan secara *online*. Analisis data menggunakan metode *Partial Least Square–Structural Equation Modeling* (PLS-SEM) dengan bantuan aplikasi SmartPLS. Pengujian dilakukan melalui evaluasi *outer model* dan *inner model* untuk menguji validitas, reliabilitas, serta hubungan antar variabel. Hasil penelitian menunjukkan bahwa *Content Marketing* dan *Live Shopping* berpengaruh signifikan terhadap Keputusan Pembelian, sedangkan *Customer Review* tidak berpengaruh signifikan terhadap Keputusan Pembelian. Temuan ini menunjukkan bahwa keputusan pembelian konsumen lebih dipengaruhi oleh konten pemasaran yang informatif dan aktivitas *live shopping* yang interaktif dibandingkan ulasan pelanggan.

Kata kunci: *content marketing, live shopping, customer review*, keputusan pembelian

ABSTRACT

The Influence of Content Marketing, Live Shopping, and Customer Reviews on Purchase Decisions for Condo Paint Products on Tiktokshop Caspira

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This study aims to analyze the effect of Content Marketing, Live Shopping, and Customer Reviews on Purchase Decisions for Cat Condo products on TikTok Shop Caspira. This research employs a quantitative approach using a survey method. The sampling technique used is purposive sampling with a total of 291 respondents, consisting of consumers who have previously purchased Cat Condo products on TikTok Shop Caspira. Data were collected through an online questionnaire. Data analysis was conducted using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS software. The analysis involved evaluating the outer model and inner model to test validity, reliability, and the relationships among variables. The results indicate that Content Marketing and Live Shopping have a significant effect on Purchase Decisions, while Customer Reviews do not have a significant effect on Purchase Decisions. These findings suggest that consumer purchase decisions are more strongly influenced by informative marketing content and interactive live shopping activities than by customer reviews.

Keywords: content marketing, live shopping, customer review, purchasing decision