



The Influence of Live Streaming and Content Marketing on Purchasing Decisions on TikTok Social Media

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Abstract: The growth of digital technology has led to a change in how marketing is done, moving away from traditional methods to using social media for marketing. TikTok is a popular platform that lets people stream live videos and promote their content, which can affect how people make buying choices. This study looks at how live streaming and content marketing affect TikTok users. A quantitative method was used, which involved giving out questionnaires to 100 people from Generation Z in Bojonegoro Regency. Researchers used multiple linear regression to figure out how much each variable influenced the outcome. The findings show that both live streaming and content marketing have a positive and important effect on how people make buying decisions, whether on their own or together. Content marketing was found to have a stronger impact than live streaming. Both variables helped explain a large part of why consumers make their buying choices.

Keywords: Live Streaming, Content Marketing, Purchasing Decision, TikTok

1. INTRODUCTION

The fast growth of information and communication technology has caused big changes in many areas of life, including marketing. This change shows a shift from old ways of marketing to using digital methods, especially social media, to promote products and talk to customers. Social media is now a great way to connect with many customers and shape how they make buying decisions (Zahra et al., 2023).

TikTok is one social media platform that has been growing rapidly. The platform is used by companies not only for pleasure but also as a digital marketing tool. The large number of TikTok users in Indonesia, especially among Generation Z, gives this platform great potential to impact consumer behavior (Kustiawan et al., 2025).

Data on the duration of social media usage in Indonesia for active users using smartphones with Android mobile applications in August 2025 shows that TikTok social media is ranked first with a duration of 113 minutes or 1 hour 53 minutes per day (Fakih, 2025).



Figure 1. Duration of Social Media Usage on Android Smartphones

Source: Fakhri (2025)

As digital technology has advanced and customer habits have changed, traditional shopping methods have shifted to an online shopping setup. In this situation, the decision to buy something has become a key part of how well a company does. Saragih and Tarigan (2020) say that a purchase decision is when someone picks one option out of two or more choices they have. In other words, choice has to be something that can't be avoided, which means that people shopping around must have different options to pick from.

Furthermore, Wulandari (2019), explains that the purchase decision has a diverse component structure, including: the need for the type of product, decisions regarding the form of the product, brand choice, place or sales channel, quantity of product to be purchased, timing of the purchase, and payment method used. When people make purchases, it's not just about liking something; many things inside and outside of them affect their choices.

In the era of digital marketing today, there are two driving elements that are believed to be especially strong in influencing consumers' purchasing decisions: Live Streaming and Content Marketing. Live broadcasting enables real time contact between sellers and consumers. With this function, buyers may receive clearer product information, watch live demonstrations and ask questions addressed spontaneously, hence enhancing trust in the supplied items. Meanwhile, material Marketing has become an indispensable approach in digital marketing owing to its capacity to provide product information through entertaining, relevant and consistent material.

Wiska et al. (2022), found that innovative and informative material not only shapes consumer perceptions but also leads to a substantial increase in interest in the marketed products. These two tactics are often combined on popular social media sites like TikTok, which blends live broadcasts with viral short-form content.

A lot of studies have looked into how live streaming and content marketing influence buying choices overall, but there's still not enough research, especially in places like Bojonegoro Regency. The empirics of consumer traits in areas with increasing digital penetration, information availability, and local cultural preferences have to be researched. However, a knowledge of the consumer behavior at the regional level is essential for businesses and digital marketers to develop tailored tactics.

This study aims to look into how live streaming and content marketing affect consumer choices when making purchases, with a focus on the Bojonegoro Regency. This study's results are meant to help digital marketers improve their strategies, particularly on TikTok, and also offer value to researchers focusing on local digital consumer behavior.

2. THEORETICAL STUDY

Live Streaming

Live streaming is a tool on social media that lets users broadcast videos as they happen and talk to their followers while the stream is going. In digital marketing, live streaming is a good way to promote products because sellers can show product details straight to customers. Two-way communication lets customers receive information and also ask questions, helping them understand the products better and see more clearly what is being offered (Nurivananda & Fitriyah, 2023).

Using live streaming in marketing is also seen as a way to build more trust with consumers. This is because sellers and buyers interact directly, which makes the experience feel more real and trustworthy. Live product shows during real-time broadcasts can help customers feel more confident about their buying choices (Susanti & Adha, 2023).

Content Marketing

Content marketing is a way of doing marketing by making and sharing helpful, interesting, and regular content to draw in customers. The content provided could be a video, picture, or written text that gives information and helps customers get interested in a product (Rachmawati & Rahmawati, 2024).

Visual-based content marketing is a key strategy used on social media platforms like TikTok. Creative and useful content can make a product more attractive and create a positive impression in the minds of consumers. So, content marketing plays a key part in shaping what consumers pay attention to and how they decide to buy things (Nurivananda & Fitriyah, 2023).

Purchase Decision

Purchasing decisions refer to the process of considerations made by consumers before opting to purchase a product or service. In this process, consumers generally go through multiple stages that begin with the recognition of the need, finding relevant information, comparing available options, and finally picking the most suitable product (Natasya & Jauhari, 2022).

The rise of digital marketing has made the decision making process not only based on personal needs but also based on the exposure to information from social media. Consumers have different impressions of products and the engagement with consumers in live streaming could change these perceptions. This ultimately helps to motivate customers to make buying decisions (Rahmayanti & Dermawan, 2023).

Framework of thinking

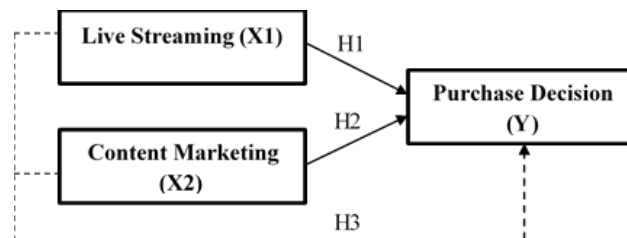


Figure 2. Framework of thinking

Research Hypothesis

Based on the description of the research framework, the research hypothesis can be formulated as follows:

- H1: Live streaming has a strong and positive influence on how people make buying decisions on TikTok.
- H2: Content marketing has a good and important impact on how people decide to buy things on TikTok.
- H3: Live streaming and content marketing both play a role in helping people decide what to buy on TikTok.

3. RESEARCH METHODS

This study used a quantitative method through a survey. A total of 100 participants were chosen as the sample because the exact number of Generation Z TikTok users in Bojonegoro Regency was not known. The sampling process used a purposive sampling technique, selecting people who had watched Live Streaming sessions and made buying decisions after seeing Content Marketing on TikTok. The research data were gathered by giving out questionnaires that used a Likert scale from 1 to 5 to check what people thought

about the factors being studied. The study also uses information from existing research, articles, and sources related to digital marketing, as well as data collected directly from people. A multiple linear regression was used as a method for analyzing the data with SPSS 27. The variables studied are Live Streaming, Content Marketing, and Purchase Decision. Before starting the hypothesis test, they checked the data quality and tested for classical assumptions. Additionally, the hypothesis testing included checks for data quality, classical assumptions, and a multiple linear regression analysis.

4. RESULTS AND DISCUSSION

Respondent Characteristics

In this study, the people involved were grouped based on where they live, their age, gender, how much education they have, how much money they earn, and how often they buy things. The following is the data collected from respondents after they completed the questionnaire:

Table 1. Respondent Characteristics.

No	Respondent Characteristics		Total	Percentage (%)
1	Gender	Male	36	36%
		Female	64	64%
2	Domicile	Bojonegoro Regency	100	100%
		17-19 years	4	4%
3	Age	20-22 years	21	21%
		23-25 years	67	67%
		26-27 years	8	8%
		IDR 0 – IDR 1,000,000	33	33%
4	Income	IDR 1,000,000 – IDR 5,000,000	51	51%
		IDR 5,000,000 – IDR 10,000,000	12	12%
		More than IDR 10,000,000	4	4%
		High School	27	27%
5	Last education	Diploma	8	8%
		Bachelor's Degree	63	63%
		Postgraduate Degree	2	2%
6	Purchase Frequency	Rarely	31	31%
		Sometimes	46	46%
		Often	23	23%

Source: Data processed by the author, 2026

Validity and Reliability Test

Table 2. Validity Test.

Variable	Questionnaire Items	R _{count}	R _{table}	Result
Live Streaming (X1)	X1.1	0,738	0,197	Valid
	X1.2	0,803	0,197	Valid
	X1.3	0,847	0,197	Valid
	X1.4	0,850	0,197	Valid
	X1.5	0,814	0,197	Valid
	X1.6	0,836	0,197	Valid
	X1.7	0,719	0,197	Valid
	X1.8	0,803	0,197	Valid
	X2.1	0,761	0,197	Valid

Content Marketing (X2)	X2.2	0,768	0,197	Valid
	X2.3	0,857	0,197	Valid
	X2.4	0,839	0,197	Valid
	X2.5	0,756	0,197	Valid
	X2.6	0,774	0,197	Valid
	X2.7	0,882	0,197	Valid
	X2.8	0,772	0,197	Valid
	Y1	0,868	0,197	Valid
Purchase Decision (Y)	Y2	0,813	0,197	Valid
	Y3	0,863	0,197	Valid
	Y4	0,745	0,197	Valid
	Y5	0,749	0,197	Valid
	Y6	0,740	0,197	Valid
	Y7	0,881	0,197	Valid
	Y8	0,807	0,197	Valid

Source: Data processed by the author, 2026

Based on Table 2, it is known that the calculated rcount for every indicator is higher than the rtable value. So, we can say that every indicator used in this study is reliable.

Table 3. Reliability Test

Variable	Cronbach's Alpha	Standard Alpha	Information
Live Streaming	0,919	>0,60	Reliable
Content Marketing	0,919	>0,60	Reliable
Purchase Decision	0,919	>0,60	Reliable

Source: Data processed by the author, 2026

Table 3 shows the results of the reliability test for all the questions in the questionnaire about live streaming, content marketing, and purchasing decisions. These questions are reliable because they have a Cronbach's Alpha score higher than 0.60. So, the statement items can act as tools for research and help in collecting data.

Classical Assumption Test

Table 4. Results of the Classical Assumption Test

Normality Test	T. Statistic	Asymp.Sig.	Information
	0,059	0,200	Normally Distributed
Multicollinearity Test	Tolerance	VIF	Information
Live Streaming	0,348	2,871	Free of multicollinearity
Content Marketing	0,348	2,871	
Heteroscedasticity Test	Sig.		Information
Live Streaming	0,824		Free of heteroscedasticity
Content Marketing	0,807		

Source: Data processed by the author, 2026

The analysis test results help figure out how the independent variables are connected to the dependent variable, whether each independent variable has a positive impact, and what happens to the dependent variable when the independent variable goes up or down.

Table 5. Multiple Linear Regression Test Results

Information	Unstandardized Coefficients		T	Sig.
	B	Std. Error		
(Constant)	0,071	1,551	0,046	0,964
Live Streaming	0,338	0,077	4,376	0,000
Content Marketing	0,629	0,084	7,486	0,000

Source: Data processed by the author, 2026

Based on the table above, the multiple linear regression equation is obtained:

$$Y = 0,071 + 0,338X_1 + 0,629X_2 + e \quad (1)$$

From the multiple linear regression equation, we can say that: a.) The value of a, which is a positive constant of 0.071, shows a positive effect on the independent variable. If the independent variable changes by one unit, the dependent variable also changes by the same amount. b1 = The beta coefficient for the Live Streaming variable is 0.338, which is positive. This shows that the Live Streaming variable (X1) has an influence on the dependent variable, while keeping all other variables the same. If live streaming goes up by one unit, it will change the decision to buy (Y) by 0.338. On the other hand, if Live Streaming decreases by one unit, the desire to Live Stream will drop by 0.338. The beta coefficient for the Content Marketing variable is 0.629, which is positive. This means that Content Marketing (X2) has an effect on the intention to Live Stream, assuming all other variables stay the same. If Content Marketing goes up by one unit, it will have an effect of 0.629 on the purchase decision. If Content Marketing goes down by one unit, it will also go down by 0.629.

Hypothesis Testing

According to Arikunto (2014), ypothesis comes from the combination of the words "hypo" which means below, and "thesis" which means truth, so that overall the hypothesis can be interpreted as something that is below the truth (not necessarily true) and can only be elevated to a truth if it has been supported by empirical evidence. Hypothesis can also be interpreted as a temporary answer to a research problem whose truth must be tested empirically.

Simultaneous Test (F)

Table 6. Simultaneous Test (F).

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2602,818	2	1301,409	183,887	,000 ^b
	Residual	686,492	97	7,077		
	Total	3289,310	99			

Source: Data processed by the author, 2026

Based on the table above, it shows that the F-count value is 183.887, which is higher than the F-table value of 3.090. The significance value is 0.000, which means the regression model in this result is statistically significant and can be used for testing hypotheses.

Partial Test (T)

The partial test helps figure out how much the independent variable affects the dependent variable, and whether that effect is meaningful or not.

Tabel 7. Partial Test (T).

Variable	T_{count}	T_{table}	
Live Streaming	4,376	1,661	0,000
Content Marketing	7,486	1,661	0,000

Source: Data processed by the author, 2026

Based on the table above, it can be concluded that: a.) The t-value for the Live Streaming variable (X1) is 4.376, and the significance level is 0.000. The t-value we calculated is 4.376, which is higher than the t-value of 1.661. Also, the significance value is 0.000, which is smaller than 0.05. Because of this, we reject the null hypothesis and accept the alternative hypothesis. This shows that live streaming has a positive and important influence on buying decisions. The t-value for the content marketing variable (X2) is 7.486, and the significance level is 0.000. The t-value we calculated, which is 7.486, is larger than the t-value of 1.661, and the significance value, 0.000, is smaller than 0.05. Because of this, we reject the null hypothesis, H₀, and accept the alternative hypothesis, H₂. This shows that content marketing has a positive and important impact on how people make buying decisions.

DISCUSSION

The Effect of Live Streaming on Purchasing Decisions

Studies have found that live streaming can help people make buying choices. This means that when TikTok live streams happen more often and work well, people are more likely to buy things. This is because live streaming lets sellers talk directly to buyers, helping consumers see products better, get clear explanations, and feel more sure about their purchases (Nurivananda & Fitriyah, 2023); (Rahmayanti & Dermawan, 2023).

The Influence of Content Marketing on Purchasing Decisions

Furthermore, Content marketing also helps people make better buying choices. Clear and interesting content that focuses on what consumers need can help explain a product better and make it more persuasive. Creative content can make people interested and excited about buying the product. This matches earlier studies that show content marketing is important in helping people decide to buy (Alkharabsheh & Zhen, 2021).

The Influence of Live Streaming and Content Marketing on Purchasing Decisions

Simultaneously, live streaming and content marketing exert a stronger influence on purchasing decisions on TikTok. These two strategies support each other, where engaging content attracts consumers, while live streaming can strengthen trust through direct interaction. Thus, using both simultaneously can increase marketing effectiveness and drive more optimal purchasing decisions (Rahmayanti & Dermawan, 2023).

5. CONCLUSION AND SUGGESTIONS

The study shows that live streaming and content marketing have a positive and important influence on how TikTok users in Bojonegoro Regency make buying decisions, both separately and together. Live streaming helps some people decide to buy by allowing them to interact directly and feel more confident about their choice. Content marketing is more effective because it uses creative, interesting, and original content. The two factors both play a big role in influencing buying decisions, and together they explain 79.1% of the variation in those decisions. Using both of these methods together can help make digital marketing strategies on TikTok better.

Businesses should make the most of live streaming by building stronger connections and trust with their customers. Also, improve the quality of content marketing by creating original, relevant, and consistent content to attract attention and make people more likely to buy. For future researchers, it's suggested to include other factors like pricing, trust, or user reviews, expand the study's scope, and use different research methods such as qualitative or mixed-method approaches to get more detailed and comprehensive data.

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