

ABSTRAK

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Konsentrasi : Manajemen Pemasaran
Judul : Pengaruh Desain Konten Tiktok Shop, *Influencer Credibility*, dan *User Engagement* terhadap Minat Belanja *Online* Masyarakat di Kota Lhokseumawe

Penelitian ini bertujuan untuk menganalisis Pengaruh Desain Konten Tiktok Shop, *Influencer Credibility*, dan *User Engagement* terhadap Minat Belanja *Online* Masyarakat di Kota Lhokseumawe. Metode analisis data yang digunakan yaitu analisis regresi linier berganda dengan bantuan SPSS (*Statistical Package for the Social Sciences*). Hasil penelitian menunjukkan bahwa desain Konten TikTok Shop terbukti berpengaruh positif dan signifikan terhadap Minat Belanja *Online* Masyarakat di Kota Lhokseumawe, *Influencer Credibility* terbukti berpengaruh positif dan signifikan terhadap Minat Belanja *Online* Masyarakat di Kota Lhokseumawe, *User Engagement* terbukti berpengaruh positif dan signifikan terhadap Minat Belanja *Online* Masyarakat di Kota Lhokseumawe, Desain Konten TikTok Shop, *Influencer Credibility*, dan *User Engagement* secara simultan terbukti berpengaruh positif dan signifikan terhadap Minat Belanja *Online* Masyarakat di Kota Lhokseumawe

Kata Kunci : Desain Konten Tiktok Shop, *Influencer Credibility*, *User Engagement*, Minat Belanja *Online*

ABSTRAK

Name : Winda Elisa
Concentration : Marketing Management
Title : *The Influence of TikTok Shop Content Design, Influencer Credibility, and User Engagement on Online Shopping Interests in Lhokseumawe City*

This study aims to analyze the influence of TikTok Shop Content Design, Influencer Credibility, and User Engagement on Online Shopping Interests in Lhokseumawe City. The data analysis method used was multiple linear regression analysis using SPSS (Statistical Package for the Social Sciences). The results of the study indicate that TikTok Shop content design has a positive and significant impact on online shopping interest among residents in Lhokseumawe City. Influencer credibility has a positive and significant impact on online shopping interest among residents in Lhokseumawe City. User engagement has a positive and significant impact on online shopping interest among residents in Lhokseumawe City. TikTok Shop content design, influencer credibility, and user engagement simultaneously have a positive and significant impact on online shopping interest among residents in Lhokseumawe City.

Keywords: *TikTok Shop content design, influencer credibility, user engagement, online shopping interest.*