ABSTRAK

Nama	:	Dhelly Audi Asmarani
Program Studi	:	Manajemen
Judul	:	Pengaruh *Content Marketing*, *Live Streaming Experience*, dan *Electronic Word of Mouth* (E-WOM) terhadap Minat Beli Mahasiswa di TikTok Shop.

Penelitian ini bertujuan untuk menganalisis pengaruh *Content Marketing*, *Live Streaming Experience*, dan *Electronic Word of Mout*h (E-WOM) terhadap Minat Beli mahasiswa Fakultas Ekonomi dan Bisnis Universitas Malikussaleh pada TikTok Shop. Penelitian ini dilatarbelakangi oleh semakin berkembangnya TikTok Shop sebagai media pemasaran digital yang memanfaatkan *content marketing*, *live streaming*, dan *electronic word of mouth* (E-WOM) untuk menarik perhatian serta meningkatkan minat beli konsumen. Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Malikussaleh dipilih sebagai objek penelitian karena merupakan salah satu kelompok pengguna media sosial yang aktif dan sering terpapar aktivitas pemasaran melalui TikTok Shop. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data diperoleh melalui penyebaran kuesioner kepada 96 responden yang memenuhi kriteria penelitian, kemudian dianalisis menggunakan analisis regresi linear berganda dengan bantuan program SPSS. Hasil penelitian menunjukkan bahwa *Content Marketing*, *Live Streaming Experience*, dan *Electronic Word of Mouth* (E-WOM) secara parsial maupun simultan berpengaruh positif dan signifikan terhadap Minat Beli mahasiswa Fakultas Ekonomi dan Bisnis Universitas Malikussaleh pada TikTok Shop. Di antara ketiga variabel tersebut, *Electronic Word of Mouth* (E-WOM) memberikan pengaruh yang paling dominan terhadap Minat Beli. Penelitian ini menyimpulkan bahwa peningkatan kualitas *content marketing*, pengalaman *live streaming* yang baik, serta *electronic word of mouth* (E-WOM) yang positif mampu meningkatkan Minat Beli mahasiswa terhadap produk yang dipasarkan melalui TikTok Shop.

Kata Kunci: *Content Marketing*, *Live Streaming Experience*, *Electronic Word of Mouth* (E-WOM), Minat Beli.

ABSTRACT

Nama	:	Dhelly Audi Asmarani
Program Studi	:	Management
Judul	:	*The Influence of Content Marketing, Live Streaming Experience, and Electronic Word of Mouth (E-WOM) on Students' Purchase Intention on TikTok Shop.*

This study aims to analyze the influence of Content Marketing, Live Streaming Experience, and Electronic Word of Mouth (E-WOM) on the Purchase Intention of students at the Faculty of Economics and Business, Malikussaleh University, toward TikTok Shop. This research is motivated by the growing development of TikTok Shop as a digital marketing platform that utilizes content marketing, live streaming, and electronic word of mouth (E-WOM) as marketing strategies that potentially influence consumers' purchase intentions. Students of the Faculty of Economics and Business, Malikussaleh University, were selected as the research subjects because they represent one of the active social media user groups frequently exposed to marketing activities on TikTok Shop. This study employed a quantitative approach using a survey method. Data were collected through questionnaires distributed to 96 respondents who met the research criteria and were analyzed using multiple linear regression analysis with the assistance of SPSS software. The results indicate that Content Marketing, Live Streaming Experience, and Electronic Word of Mouth (E-WOM) have a positive and significant effect, both partially and simultaneously, on students' Purchase Intention toward TikTok Shop. Among these variables, Electronic Word of Mouth (E-WOM) was found to have the most dominant influence on Purchase Intention. The study concludes that improving the quality of content marketing, providing a better live streaming experience, and generating positive electronic word of mouth (E-WOM) can enhance students' Purchase Intention toward products marketed through TikTok Shop.

Keywords: *Content Marketing, Live Streaming Experience, Electronic Word of Mouth (E-WOM), Purchase Intention.*