

ABSTRACT

Ageta Bunga Riyanti (2025). The Influence of Content Marketing and Live Streaming on Purchasing Decisions of Generation Z on TikTok Social Media (A Case Study of FISIP UNBARA Students). Supervised by Dr. E. Mardiah Kenamon, S.E., M.Si. as first supervisor and Angga Wibowo Gultom, S.M.B., M.Si. as second supervisor.

This study aims to determine the influence of content marketing and live streaming on the purchasing decisions of Generation Z on TikTok social media, with a case study of students from the Faculty of Social and Political Sciences at Universitas Baturaja (FISIP UNBARA).

This research employs a quantitative approach with a purposive sampling technique involving 50 respondents. The data analysis method used is multiple linear regression, along with validity and reliability testing, as well as t-test and F-test. The results show that content marketing has a positive and significant effect on purchasing decisions when tested partially. Likewise, live streaming also has a positive and significant partial effect on purchasing decisions. Simultaneously, content marketing and live streaming have a positive and significant influence on Generation Z's purchasing decisions on TikTok. The coefficient of determination (R Square) is 0.765, indicating that 76.5% of the variation in purchasing decisions is explained by the independent variables, while the remaining 23.5% is influenced by other factors outside the research model, such as discounts and free vouchers.

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

Abstrak

Ageta Bunga Riyanti (2025) pengaruh *Content Marketing* Dan *Live Streaming* Terhadap Keputusan Pembelian Generasi Z Di Media Sosial Tiktok (Studi Kasus Mahasiswa FISIP UNBARA). Dibawah pembimbing **Dr.E. Mardiah Kenamon, S.E.,M.Si.** selaku pembimbing I dan **Angga Wibowo Gultom,S.M.B.,M.Si.** selaku pembimbing II. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh *Content Marketing* Dan *Live Streaming* Terhadap Keputusan Pembelian Generasi Z Di Media Sosial Tiktok (Studi Kasus Mahasiswa FISIP UNBARA). Sample yang digunakan sebanyak 50 responden dengan teknik pengambilan sample *purposive sampling*. Metode analisis yang digunakan dalam penelitian ini adalah regresi linear berganda yang menggunakan uji validitas dan uji reliabilitas, serta uji t dan uji f. Berdasarkan hasil pengujian Secara sendiri-sendiri *Content marketing* berpengaruh positif signifikan terhadap Keputusan Pembelian Generasi Z Di Media Sosial Tiktok (Studi Kasus Mahasiswa Fisip Unbara). Secara parsial *Live streaming* berpengaruh positif signifikan terhadap Keputusan Pembelian Generasi Z Di Media Sosial Tiktok (Studi Kasus Mahasiswa Fisip Unbara). Sedangkan secara bersama-sama *Content marketing* dan *live streaming* terhadap keputusan pembelian Generasi Z Di Media Sosial Tiktok (Studi Kasus Mahasiswa Fisip Unbara). Berpengaruh positif signifikan. Nilai Koefisien Determinasi *R Square* yang diperoleh sebesar 0.765 hal ini menunjukkan sumbangan pengaruh *Content Marketing* dan *Live Streaming* terhadap Keputusan Pembelian Generasi Z Di Media Sosial Tiktok (Studi Kasus Mahasiswa Fisip Unbara) sebesar 76.5% sedangkan sisanya 23.5% dipengaruhi oleh variabel lain diluar yaitu diskon dan voucher gratis.

Kata kunci: *Content Marketing* dan *Live Streaming*, keputusan pembelian