

THE EFFECT OF LIVE STREAMING AND MARKETING CONTENT ON BUYING INTEREST IN PARIS VARISHA HIJAB PRODUCTS ON TIKTOKSHOP AMONG GENERATION-Z IN BOGOR REGENCY

Nurhaliza¹, Vivi Ristanti¹

¹ Sekolah Tinggi Ilmu Manajemen Budi Bakti

Article Info

Article history:

Received May 2, 2026

Revised May 16, 2026

Accepted May 18, 2026

Keywords:

Live Streaming, Content Marketing, Purchase Intention, Tiktok Shop Generation Z

ABSTRACT

This study aims to analyze the effect of live streaming and content marketing on purchase intention of Paris Varisha hijab products on TikTok Shop among Generation Z in Bogor Regency. The rapid development of digital technology and the increasing use of social media, particularly TikTok, have significantly transformed consumer behavior in online shopping. This research employs a quantitative approach using a survey method by distributing questionnaires to 100 respondents categorized as Generation Z. The sampling technique used is purposive sampling based on specific criteria. Data analysis to examine the relationships between variables. The results indicate that both live streaming and content marketing have a positive effect on purchase intention, both partially and simultaneously. Live streaming enhances interactive experiences and builds consumer trust, while content marketing attracts attention through creative and relevant content. Therefore, the combination of these two strategies is effective in increasing consumer purchase intention on the TikTok Shop platform.

This is an open access article under the [CC BY-SA](#) license



Corresponding Author:

Nurhaliza | Sekolah Tinggi Ilmu Manajemen Budi Bakti

Email: lisanurhalizaa24@gmail.com

INTRODUCTION

The development of digital internet technology has revolutionized the way humans interact, communicate, and shop. The shift in consumer behavior from conventional systems to digital ecosystems is now a global phenomenon. One of the groups most affected by this change is Generation Z (Gen Z). Generation Z is a demographic group that grew and developed amidst very rapid technological and social changes. They were born between 1997 and 2012 and are known as the generation that grew up alongside the advancement of digital technology, such as social media, the internet, and mobile devices (Ristanti et al., 2026).

E-commerce has become a key pillar of Indonesia's digital economy, driven by technological innovation, increasing internet access, and changes in consumer shopping behavior. According to the Ministry of Trade (2024), the value of e-commerce transactions in Indonesia reached IDR 487 trillion, making Indonesia one of the leading digital markets in Southeast Asia (Alfina et al., 2026).

Live streaming is a platform feature that integrates real-time social interaction into e-commerce. Consumers can provide comments through this feature, which directly connects sellers, influencers, and brands with potential customers. Through live streaming, brands can demonstrate products, provide testimonials, answer consumer questions directly, and create a more personal and authentic experience. Studies have shown that live streaming has a positive effect on purchasing intention by increasing consumer trust and creating a more interactive shopping experience (Ristanti et al., 2026).

Furthermore, content marketing has also been proven effective in increasing customer engagement and strengthening purchase intentions through relevant and engaging content. Quality content is the backbone of effective digital marketing (Ristanti, 2025). In the context of TikTok Shop, content marketing serves to attract consumer attention through content that is not only informative, but also entertaining and tailored to audience preferences. This strategy allows brands to build more personal relationships with consumers through short videos that showcase products in an engaging and creative way. By combining educational, entertaining, and promotional elements in one easily digestible format, content marketing on TikTok Shop has great potential to drive purchasing decisions. Therefore, this study also aims to explore the synergy between live streaming and content marketing on TikTok Shop, to see the extent to which these two strategies can work together to influence consumer behavior and increase purchase conversions (Marketing et al., 2024).

TikTok Shop is a feature launched by TikTok to facilitate direct buying and selling activities within the application. This feature provides opportunities for users to promote and sell products through TikTok accounts, either through promotional videos, live broadcasts, or through the TikTok Affiliate program. TikTok Shop was officially launched on April 17, 2022, making it the first country in Southeast Asia to gain access to this feature. This is in line with the high number of TikTok users and the rapidly growing trend of online shopping. In recent years, TikTok Shop has become a prominent phenomenon among e-commerce businesses and consumers, because it offers an attractive appearance and ease in marketing and purchasing products. TikTok has reached around 108 million adult users (18+) in Indonesia, or 50.2% of the adult population. This figure shows that TikTok has a very large user base, making it a potential area for online shopping activities (Alvin et al., 2025).

LITERATURE REVIEW

Live streaming is a form of broadcasting that reflects advances in the media world by enabling real-time interaction. Live streaming influences purchasing interest because it provides direct communication between sellers and audiences, where questions can be answered in real time, thereby increasing trust. Live streaming is a business model that allows users to connect with the product sales process through live video broadcasts. In this marketing, sellers or content creators interact directly with the audience, demonstrating the product, explaining its features, and answering questions from viewers live (Ke- et al., nd).

Content marketing is the process of creating and distributing valuable content, primarily online, designed for consumption and to be valuable to users. Content marketing is a marketing strategy intended to generate profits for a business through the creation and distribution of consistent, relevant, and useful content with the goal of attracting attention and reaching a large audience (Alvin et al., 2025).

Purchase interest is a feeling that arises as a result of the urge to buy an item that is seen . Purchase interest is a consumer statement that shows the desire or tendency to buy a particular product in a certain amount and time period , which can be used by marketers to predict customer desires . Purchase interest indicates the consumer education process before making a purchase of a product that has been promoted so that customers feel the need and desire for the product . Someone will recommend the product to others, when the product is liked . When someone likes the product they will dig up information about a product to support the good properties of the product (Editia et al., 2025) .

RESEARCH METHODOLOGY

Research Approach

This study uses a quantitative approach with a survey method . The quantitative approach is used to objectively measure the relationship between variables through numerical data obtained from respondents . The survey method was carried out by distributing questionnaires to respondents included in the Generation Z category in Bogor Regency .

Population and Sample

The population in this study is all individuals belonging to Generation Z in Bogor Regency . According to Sugiyono 2018 (Adhani & Antika, 2024) , population is a generalization area consisting of objects or subjects that have certain characteristics determined by the researcher . The sample in this study amounted to 100 respondents . The sample is part of the population taken to represent the entire population . Characteristics of Research Subjects . The characteristics of respondents in this study are :

1. Included in the Generation Z category (born around 1997-2012)
2. Domiciled in Bogor Regency
3. Actively use digital media or platforms that are relevant to the research topic .

Sampling Techniques

The sampling technique used was non -probability sampling with a purposive sampling method . According to Sugiyono (2018) (Adhani & Antika, 2024) , purposive sampling is a sampling technique with certain considerations according to the research objectives .

Data Collection Procedure

Data was collected using :

1. Questionnaires (surveys) distributed online via Google Forms)
2. measurement scale used is the Likert scale to measure the level of respondent agreement with the statements given .

Data Analysis Techniques

Data analysis was carried out using the following steps :

1. Validity test to determine the validity of the research instrument

2. Reliability test to ensure instrument consistency
3. Descriptive analysis to describe the characteristics of respondents and research variables
4. Inferential analysis (linear regression or correlation test) to determine the relationship or influence between variables

RESULTS AND DISCUSSION

Validity Test of Variable X1				
<i>NO</i>	<i>STATEMENT</i>	<i>Corrected item - Total correlation</i>	<i>r table</i>	<i>INFORMATIO N</i>
1	The live streaming host has sufficient knowledge of the Paris Varisha hijab products being promoted .	.291**	0.196 6	VALID
2	The reviews given by the live streaming host are trustworthy .	.350**	0.196 6	VALID
3	The host who did the live streaming was very interesting	.415**	0.196 6	VALID
4	Live streaming can provide regular information about local brand hijab products that I buy .	.496**	0.196 6	VALID
5	Live streaming communicates messages through different approaches , such as body language , intonation , and voice .	.499**	0.196 6	VALID
6	Live streaming can improve understanding by using different words .	.478**	0.196 6	VALID
7	Live streaming allows for the expression of personal feelings and emotions .	.499**	0.196 6	VALID
8	The two- way interaction in live streaming makes me more interested in continuing to watch.	.554**	0.196 6	VALID
9	Consumers can get a quick response from the host via live streaming.	.368**	0.196 6	VALID
10	Consumers can provide quick responses to hosts via live streaming .	.511**	0.196 6	VALID
11	Consumers can interact with the host and audience in live streaming.	.491**	0.196 6	VALID

Variabel X2				
<i>NO</i>	<i>STATEMENT</i>	<i>Corrected item - Total correlation</i>	<i>r table</i>	<i>INFORMATIO N</i>
1	Marketing content on the TikTok app contains the information I need .	.226*	0.196 6	VALID
2	The content on the Tiktok app can help solve the problem for the local brand hijab products that I need .	.302**	0.196 6	VALID

3	Live streaming content on the TikTok application contains information that can be trusted to be true.	.515**	0.196 6	VALID
4	Local hijab content on the TikTok app explains the current condition of the related product .	.490**	0.196 6	VALID
5	Local hijab content on the TikTok app is beneficial for me.	.476**	0.196 6	VALID
6	Local hijab content on the TikTok app is trustworthy	.630**	0.196 6	VALID
7	Live streaming content and videos on the TikTok application have very informative explanations so they are easy to understand.	.586**	0.196 6	VALID
8	The writing on posts on local hijab content on Tiktok can be read clearly and easily understood .	.571**	0.196 6	VALID
9	Local hijab content on the TikTok application can be easily found on various social media .	.470**	0.196 6	VALID
10	Local hijab product content on the TikTok application is uploaded consistently every time	.584**	0.196 6	VALID
11	Local hijab product content on the TikTok application is updated regularly	.591**	0.196 6	VALID

Variable Y				
<i>NO</i>	<i>STATEMENT</i>	<i>Corrected item - Total correlation</i>	<i>r table</i>	<i>INFORMATIO N</i>
1	I have a desire to make a purchase of the Paris Varisha hijab via TikTok	.419**	0.1966	VALID
2	I am willing to recommend the Paris Varisha hijab to others after seeing it on TikTok.	.406**	0.1966	VALID
3	I will share or suggest Paris Varisha hijab products to friends via TikTok	.538**	0.1966	VALID
4	I prefer Paris Varisha hijab over other brands after seeing their content on TikTok	.533**	0.1966	VALID
5	Varisha Paris hijab is my main choice because it often appears and is attractive on TikTok.	.652**	0.1966	VALID
6	I am interested in finding more information about Varisha Paris hijab via TikTok	.695**	0.1966	VALID

7	I searched for reviews or reviews of Varisha Paris hijab from TikTok content before buying	.593**	0.1966	VALID
8	I searched for reviews or reviews of Varisha Paris hijab from TikTok content before buying	.396**	0.1966	VALID

The validity test in this study was conducted to determine the extent to which the questionnaire instrument was able to measure the variables studied, namely live streaming (X1), content marketing (X2), and purchase interest (Y). Validity testing was carried out using the **Corrected Item-Total Correlation** technique through the help of SPSS. The number of respondents in this study was 100 people, so the value of the degrees of freedom (df) was calculated using the formula $df = N - 2$, namely $100 - 2 = 98$. Based on the df and a significance level of 0.05, the r table value was obtained at **0.1966**. A statement item is declared valid if the calculated r value (Corrected Item-Total Correlation) is greater than the r table ($r_{count} > 0.1966$).

Based on the results of the validity test on the live streaming variable (X1), all statement items have a calculated r value greater than 0.1966, with a value range between 0.291 to 0.554. Thus, all items in the X1 variable are declared valid. Furthermore, the results of the validity test on the content marketing variable (X2) show that all statement items also have a calculated r value above the r table, which ranges from 0.226 to 0.630. This indicates that all items in the X2 variable are declared valid. In the purchase interest variable (Y), all statement items have a calculated r value greater than 0.1966, with values ranging from 0.396 to 0.695.

Therefore, all items in variable Y are also declared valid. Based on the overall results of the validity test, it can be concluded that all statement items in the live streaming (X1), content marketing (X2), and purchase interest (Y) variables meet the validity criteria. Thus, the questionnaire instrument used in this study is feasible and can be used for further analysis.

Reliability Test Reliability Statistics X1	
Cronbach's Alpha	N of Items
.613	11

Reliability Statistics X2	
Cronbach's Alpha	N of Items
.695	11

Reliability Statistics Y	
Cronbach's Alpha	N of Items
.639	8

The reliability test in this study was conducted to determine the consistency of the measuring instrument used, namely whether the questionnaire was able to provide stable and consistent results when used in repeated measurements. Reliability testing was carried out using the Cronbach's Alpha method through the help of SPSS, with the criteria that an instrument is declared reliable if the Cronbach's Alpha value is positive and greater than 0.600 ($\alpha > 0.600$).

Based on the test results , the Cronbach's Alpha value for the live streaming variable (X1) was 0.613 with 11 items , the content marketing variable (X2) was 0.695 with 11 items, and the purchase interest variable (Y) was 0.639 with 8 items .

These three variables have a Cronbach's Alpha value greater than 0.600 and are positive , so it can be concluded that all statement items in this research questionnaire are declared reliable . Thus , the instrument used has a good level of consistency and can be trusted as a data collection tool , making it suitable for use in further analysis .

**Multiple Linear Regression Test
Output Coefficient of Determination**

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.533 ^a	.284	.271	2.074	.284	21.632	2	109	.000

a. Predictors: (Constant), TOTALX2, TOTALX1

Based on the results of the multiple linear regression test on the output of the coefficient of determination , an R value of 0.533 was obtained , indicating that there is a fairly strong relationship between the independent variables , namely live streaming (X1) and content marketing (X2) on the dependent variable , namely purchase interest (Y). In addition , a coefficient of determination (R Square) value of 0.284 was obtained , which means that the ability of the independent variable to explain the dependent variable is 28.4 % ($0.284 \times 100\% = 28.4\%$).

Thus , it can be concluded that the live streaming and content marketing variables contribute 28.4 % to the purchase interest of Varisha Paris hijab products on TikTok Shop among Generation Z in Bogor Regency , while the remaining 71.6% is influenced by other variables outside this research model .

T-Test Output (Hypothesis)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.055	3.803		2.644	.009
	TOTALX1	.254	.080	.293	3.197	.002
	TOTALX2	.259	.072	.329	3.588	.001

a. Dependent Variable: TOTALY

Based on the results of the t test (partial) in the coefficients table , it is known that the live streaming variable (X1) has a significance value of 0.002, where the value is smaller than 0.05 ($0.002 < 0.05$), so it can be concluded that the live streaming variable (X1) has a significant effect on purchasing interest (Y). In addition , the calculated t value on the X1 variable of 3.197

is greater than the t table of 1.98472 ($3.197 > 1.98472$), so it can be stated that partially the live streaming variable (X1) has a significant effect on purchasing interest (Y).

Furthermore, the content marketing variable (X2) has a significance value of 0.001, where the value is smaller than 0.05 ($0.001 < 0.05$), so it can be concluded that the content marketing variable (X2) has a significant effect on purchasing interest (Y). The calculated t value on the X2 variable of 3.588 is also greater than the t table of 1.98472 ($3.588 > 1.98472$), so it can be stated that partially the content marketing variable (X2) has a significant effect on purchasing interest (Y). The t table value is obtained from the formula $df = n - k - 1$, namely $100 - 2 - 1 = 97$, so that at a significance level of 0.05 the t table value is 1.98472. Thus, it can be concluded that the two independent variables, namely live streaming (X1) and content marketing (X2), partially have a significant effect on the dependent variable, namely purchasing interest (Y).

Simultaneous F Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	186.107	2	93.054	21.632	.000 ^b
	Residual	468.884	109	4.302		
	Total	654.991	111			
a. Dependent Variable: TOTALY						
b. Predictors: (Constant), TOTALX2, TOTALX1						

Based on the results of the F test (simultaneous) in the ANOVA table, it is known that the significance value (Sig.) is 0.000, where the value is smaller than 0.05 ($0.000 < 0.05$), so it can be concluded that the independent variables, namely live streaming (X1) and content marketing (X2) simultaneously have a significant effect on the dependent variable, namely purchase interest (Y). In addition, the calculated F value is 21.632.

The F table value is obtained using the formula $df1 = k - 1$ and $df2 = n - k$, where the number of variables (k) is 3 (X1, X2, and Y), so that $df1 = 3 - 1 = 2$, and $df2 = 100 - 3 = 97$. Based on the df at a significance level of 0.05, the F table value is 3.09. Because the calculated F value is greater than the F table ($21.632 > 3.09$), it can be concluded that the live streaming (X1) and content marketing (X2) variables together (simultaneously) have a significant influence on purchasing interest (Y). Thus, it can be concluded that the two independent variables in this study simultaneously have a significant influence on the dependent variable, so that the regression model used in this study is suitable for use in further analysis.

Data Interpretation

The validity test in this study was conducted to determine the extent to which the questionnaire instrument was able to measure the variables studied, namely live streaming (X1), content marketing (X2), and purchase interest (Y), using the Corrected Item-Total Correlation technique through SPSS. The number of respondents was 100 people, so that the r table value was obtained at 0.1966 ($df = N - 2 = 98$) at a significance level of 0.05, and all statement items in variables X1, X2, and Y had a calculated r value greater than r table so that they were declared valid. Furthermore, the reliability test using Cronbach's Alpha showed that the live streaming

variable (X1) had a value of 0.613, content marketing (X2) of 0.695, and purchase interest (Y) of 0.639, where all values were greater than 0.600 so that all instruments were declared reliable and could be used for further analysis .

In the multiple linear regression test , the results of the coefficient of determination show an R value of 0.533 which means that the relationship between the independent and dependent variables is quite strong , and the R Square value of 0.284 which shows that the live streaming and content marketing variables are able to explain the purchase interest variable by 28.4%, while the remaining 71.6% is influenced by other variables outside the study . The results of the t test (partial) show that the live streaming variable (X1) has a significance value of 0.002 <0.05 with a calculated t of 3.197> t table 1.98472, and the content marketing variable (X2) has a significance value of 0.001 <0.05 with a calculated t of 3.588> t table 1.98472, so that both partially have a significant effect on purchase interest (Y).

Meanwhile , the results of the F test (simultaneous) showed a significance value of 0.000 < 0.05 and a calculated F value of 21.632> F table 3.09, so it can be concluded that the live streaming and content marketing variables simultaneously have a significant effect on the interest in purchasing Varisha Paris hijab products on TikTok Shop in generation Z in Bogor Regency , and the regression model used is declared suitable for use in research .

CONCLUSION

Based on the research results , it can be concluded that live streaming and content marketing have a positive and significant influence on purchasing interest in Paris Varisha hijab products on TikTok Shop among Generation Z in Bogor Regency . Partially , both variables are proven to have a significant influence , where live streaming is able to increase consumer trust and interaction through direct communication , while content marketing is effective in attracting consumer attention through creative , informative , and relevant content . Simultaneously , live streaming and content marketing also have a significant influence on purchasing interest .

This indicates that the combination of these two digital marketing strategies can increase consumer interest in making purchases . The contribution of these two variables to purchase interest is 28.4 % , while the remainder is influenced by other factors outside the study . Thus , the marketing strategy through live streaming and content marketing on the TikTok Shop platform has proven effective and can be used as a primary approach to increasing purchase interest , especially among the Generation Z segment .

REFERENCES

- Adhani, I., & Antika, RM (2024). *The Influence of TikTok Affiliate Content Marketing, Live Streaming, and Price Discounts on TikTok Shop on Skincare Product Purchase Decisions (Case Study in South Jakarta)* . 2 (1).
- Alfina, F., Charisma, K., Latifah, A. P., Vichi, R., & Yus, A. (2026). *THE INFLUENCE OF LIVE STREAMING AND PRICE DISCOUNTS ON CONSUMER PURCHASE INTEREST ON SHOPEE E-COMMERCE (CASE STUDY OF NURUL FALAAH HIGH SCHOOL STUDENTS)* . 4, 2024–2027.
- Alvin, M., Arta, D., Ahmadi, MA, Management, P., Economics, F., & Surakarta, UM (2025). *The Influence of Content Marketing and Live Shopping on Purchase Interest of Aerostreet Products among Tiktok Shop Users* . 2 (1), 1219–1229.
- Editia, YD, Maulida, IS, Sulaeman, MM, & Rosyad, S. (2025). *The Influence of Content*

Marketing, Live Streaming, and Online Customer Reviews on Consumer Purchase Interest on the TikTok Social Media Application (Case Study of TikTok Shop Customers in Lamongan Regency) . 3 .

Ke-, DANAS, Ekonomi, F., Bisnis, DAN, Lestari, DP, Hanila, S., & Febliansa, MR (nd). *The Effect of Live Streaming, Consumer Reviews, and Content Marketing on Product Purchase Interest on TikTok Shop Among Users in Bengkulu City . 61–70.*

Marketing, C., Pembelian, K., & Shop, T. (2024). *No Title. 1(2), 51–58.*

Ristanti, V., Ariani, F., Pertama, A. P., & Dari, N. U. (2026). *Effect of Live Streaming and Content Marketing on Gen Z Skincare Purchases via Tiktok Shop. 5(1), 152–159.* <https://doi.org/10.47841/icorad.v5i1.389>

Alvin, M., Arta, D., Ahmadi, MA, Management, P., Economics, F., & Surakarta, UM (2025). *The Influence of Content Marketing and Live Shopping on Purchase Interest of Aerostreet Products among Tiktok Shop Users . 2 (1), 1219–1229.*

Ristanti, V., Ariani, F., Pertama, A. P., & Dari, N. U. (2026). *Effect of Live Streaming and Content Marketing on Gen Z Skincare Purchases via Tiktok Shop. 5(1), 152–159.* <https://doi.org/10.47841/icorad.v5i1.389>

Ristanti, V. (2025). *Digital marketing . National Literacy Bookstore.*