

**THE EFFECT OF CELEBRITY ENDORSER, LIVE STREAMING MARKETING,
AND CONTENT MARKETING ON PURCHASE DECISION OF SOMETHINC
BEAUTY PRODUCT ON TIKTOK**

THESIS

Submitted as Partial Requirements to Achieve Bachelor's Degree in Undergraduate Study Program
Department of Management Faculty of Economics and Business Andalas University



Submitted by :

Annisa Rizky Febriani

1910523005

Thesis Supervisor:

Dessy Kurnia Sari, S.E, MBus (Adv)., Ph.D

INTERNATIONAL MANAGEMENT STUDY PROGRAM

MANAGEMENT DEPARTMENT

FACULTY OF ECONOMICS AND BUSINESS

ANDALAS UNIVERSITY

PADANG

2023



Alumni Number at University	Annisa Rizky Febriani	Alumni Number at Faculty
a) Place/Date of Birth: Sarolangun/24 February 2000; b) Parents Name: M.Bukhairi and Ratna Yulis; c) Faculty: Economics and Business; d) Department: International Management; e) ID Number: 1910523005; f) Graduation Date: July 29 th , 2023; g) Grade: With Great Honors; h) GPA: 3.77; i) Length of Study: 3 years 11 month; h) Parents Address: Ujung Tanjung, Sarolangun, Jambi, 37411		

The Effect of Celebrity Endorser, Live Streaming Marketing, and Content Marketing on Purchase Decision of Somethinc Beauty Product on TikTok

*Thesis by: Annisa Rizky Febriani
Supervisor: Dessy Kurnia Sari, SE, M.Bus(Adv), Ph.D*

ABSTRACT

In this modern era, technology runs human lives. The presence of technology is very useful in facilitating people's lives, especially technological advances in the internet field. The increasing number of internet users in Indonesia, there are many applications that are used as information search media, one of which is the TikTok application. The massive number of TikTok users in Indonesia, many business people promote their products via TikTok, one of which is Somethinc beauty product. Digital marketing also carried out by the company to promote their products. Celebrity endorsers, live streaming marketing, and content marketing are part of digital marketing. This study aims to examine the effect of celebrity endorser, live streaming marketing, and content marketing on purchase decision of Somethinc beauty product on TikTok. The sample was taken from 120 respondents using non-probability method. Data collection is carried out using a quantitative approach with an online survey technique. This research found that celebrity endorser and content marketing has a positive and significant effect on purchase decision. Besides, it shows that live streaming marketing has negative and not significantly effect on purchase decision among millennials in Padang.

Keywords: *Celebrity Endorser, Live Streaming Marketing, Content Marketing, Purchase Decision, TikTok, Somethinc.*

This thesis is already examined and passed on July, 11th 2023. This abstract already approved by supervisor and examiners:

Signature	1.	2.	3.
Name	Dessy Kurnia Sari, SE, M.Bus(Adv), Ph.D	Syafrizal, SE, ME, Ph.D	Chairunnisya, SE, MM

Acknowledged by,
Head of Management Department

Hendra Lukito, S.E., M.M., Ph.D
NIP.197106242006041007

Signature

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