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THESIS

**THE EFFECT OF INFLUENCER MARKETING IN TIKTOK SHOP LIVE
STREAMING ON CONSUMERS' PURCHASE INTENTION FOR
MUSLIM MEN'S CLOTHING**

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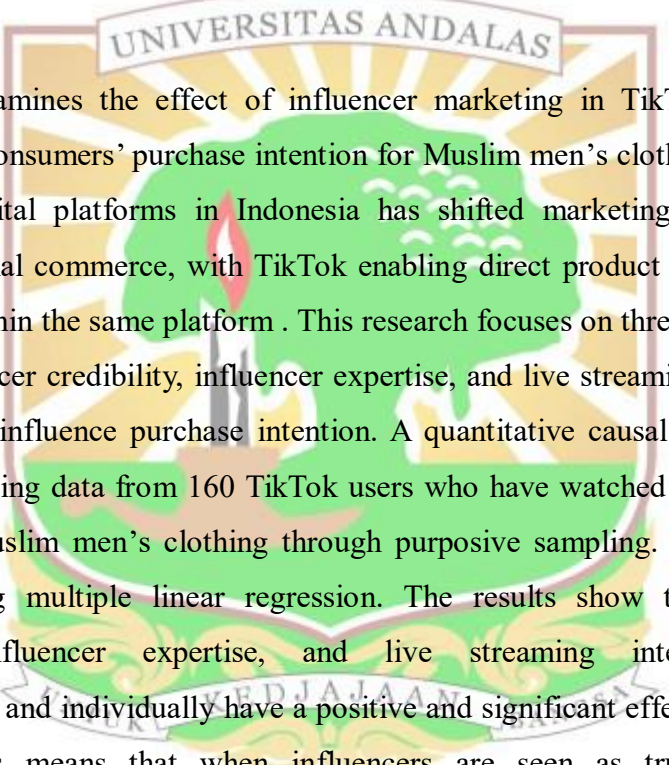
THE EFFECT OF INFLUENCER MARKETING IN TIKTOK SHOP LIVE STREAMING ON CONSUMERS' PURCHASE INTENTION FOR MUSLIM MEN'S CLOTHING

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ABSTRACT



This study examines the effect of influencer marketing in TikTok Shop live streaming on consumers' purchase intention for Muslim men's clothing. The rapid growth of digital platforms in Indonesia has shifted marketing toward more interactive social commerce, with TikTok enabling direct product promotion and purchasing within the same platform. This research focuses on three main factors, namely influencer credibility, influencer expertise, and live streaming interaction, and how they influence purchase intention. A quantitative causal approach was used by collecting data from 160 TikTok users who have watched live streaming sessions of Muslim men's clothing through purposive sampling. The data were analyzed using multiple linear regression. The results show that influencer credibility, influencer expertise, and live streaming interaction both simultaneously and individually have a positive and significant effect on purchase intention. This means that when influencers are seen as trustworthy and knowledgeable, and when they actively interact with viewers, consumers feel more confident and are more likely to intend to purchase. These findings highlight the importance of trust, product knowledge, and real time interaction in influencing consumer decisions.

Keywords: Influencer Marketing, Influencer Credibility, Influencer Expertise, Live Streaming Interaction, Purchase Intention, TikTok Shop, Muslim Men's Clothing