

## THE RELATIONSHIP BETWEEN CONTENT MARKETING, LIVE STREAMING, ENDORSEMENT, AND PURCHASING DECISIONS ON THE TIKTOKSHOP PLATFORM AND ITS VIEWS ON ISLAM



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### Abstract

TikTok Shop is a favorite e-commerce platform. The final purchase decision is very important for consumers to determine the appropriateness of the product. Content marketing, live streaming, and endorsements are important variables that influence product purchase decisions at TikTok Shop. Therefore, this study aims to analyze the direct impact of content marketing, live streaming, and endorsements on purchasing considerations. This study uses a quantitative research approach with a causal association method. Primary data was collected by distributing questionnaires online to Tiktok application users who have experience using Tiktok Shop at least 17 years old in the Kebumen area, Central Java. Samples were randomly selected with a specified time limit from the target population. The data were processed using structural equation modeling (SEM) with multiple mediator analysis used for modeling. The research findings from a sample of 105 respondents show that the R Square value of endorsement is 0.623, indicating that 62.3% of the variation in endorsement can be explained by content marketing and live streaming. Similarly, the R Square value of purchase decision 0.631 indicates that 63.1% of the variation in purchase decision can be explained by content marketing, live streaming, and endorsement. Meanwhile, the R Square value of live streaming of 0.451 indicates that 45.1% of the variation in live streaming can be explained by content marketing. the majority of respondents, namely 60%, strongly agree, while 39% agree, that when shopping at TikTok Shop, it is important to do research first regarding product information. This is in line with the precautionary principle commanded in the Quran letter Al-Hujurat verse 6, which advises Muslims to verify information before trusting it. In addition, 32% of respondents agreed and 67% of respondents strongly agreed with the importance of not rushing or overspending when buying products.

**Keywords:** Content Marketing, Live Streaming, Endorsement, Purchase Decision

## INTRODUCTION

The current phenomenon is transactions through online shopping sites or commonly known as e-commerce (Algiffary, MA, Wahab, Z., Shihab, MS. & Widiyanti, 2020). E-commerce is starting to emerge by providing facilities for easy online shopping. (Azizah et al., 2022). Consumers can buy their needs anytime and anywhere even though the destination area is far from where they are (Tusanputri & Amron, 2021). Online shopping is now very popular among young teenagers and seems to have become part of their routine. It is partly due to the wide accessibility of the Internet that the younger generation has become interested in e-commerce (Multi et al, 2022).

According to We Are Social's 2023 data, Indonesia's population is 276.4 million, with 353.8 million mobile phone connections, totaling 77%, and 212.9 million internet users as of January 2023. 167 million people are also active social media users, accounting for 60.4% (Kemp, 2023). The rapid development of the internet in Indonesia also has an impact on changes in communication between individuals, namely through online media and social media which are then utilized as media in business by conducting digital marketing called social media marketing (Ethelda et al., 2022).

One of the e-commerce platforms that is currently on the rise is the TikTok Shop application carried by the TikTok platform. By 2022, TikTok's active user base is expected to total 755 million, according to Insider Intelligence research. The number is calculated based on an increase in TikTok users from 2020 to 2022. Meanwhile, Sensor Tower argues that in Indonesia alone the TikTok application has been downloaded as many as 5 billion in October 2021. 0.21 of 59.8% and 40.8%, respectively (Mufidah & Mufidah, 2021). Meanwhile, Sensor Tower argues that in Indonesia alone the TikTok application has been downloaded as many as 5 billion in October 2021 (Ayu Rizaty, 2022). Even based on the We Are Social report in April 2022, Indonesia is ranked second in the world as an active user of the TikTok application after the United States with 99.7 million users (Hadi & Alfarobi, 2023).

According to Meltwater's 2023 data, TikTok emerged as the top marketing trend due to its unique promotion tactics as compared to other social media platforms. These tactics include video features, advertisements, live streaming, shopping baskets, and varied payment

transaction methods (Sulistianti & Sugiarta, 2022). Talking about TikTok, it is closely linked to digital marketing and the new approach of content marketing (Leoni et al., 2021). TikTok Shop is currently a new phenomenon and trend for business people to develop their promotional strategies (Sabrina et al., 2023). For consumers, the TikTok Shop represents a novel trend and phenomenon due to its distinctive nature as a social media platform that allows for direct transactions without the need for a third party (Hasibuan, Z., & Ramadhani, 2022). Shopping via TikTokShop is gaining traction over other online shopping platforms, mainly due to the influence of engaging and interactive content. Short videos featuring products directly influence their purchasing decisions.

To keep up with the market, many people promote their products creatively, one of which is by selling their products through live streaming on TikTok (Manzil & Vania, 2023). In buying and selling through live streaming, sellers will find it easier to interact directly with consumers, so that sellers are able to understand customer needs and create a pleasant shopping experience for users (Rifani et al., 2023). The activity of watching live while shopping can also be called live streaming shopping (Mayer and Davis dalam Manzil & Vania, 2023).

The consumption habits of the community are leveraged by sellers to promote higher-quality goods. Competitors vie with each other using digital marketing tactics such as social media campaigns with engaging content and collaborations with celebrities, known as endorsements (Rosyid et al, 2023). Persuasive content and endorsements from public figures carry significant weight among potential consumers in their purchasing decisions (Anggraeni & A'yuni, 2023).

Sometimes consumers are still not satisfied with the purchase of a product if there is no proof or review from others first. One of the techniques used is to collaborate with influencers to promote their products so that they are better known to the public and also attract more buying interest from consumers. The technique referred to above is an endorsement (Zaini, Muhammad & Fikri Aransyah, 2019). The purpose of this study is to measure the relationship between content marketing, live streaming, endorsements, and purchase decisions. Researching these relationships is important because it helps explain how content marketing, live streaming, and endorsements contribute to influencing purchase

decisions on the TikTok platform. The difference with previous research is that this study adds Islamic items to the behavioral items of content marketing, live streaming, endorsement, and purchasing decisions. The Islamic perspective is used as a tool to analyze each item. At the same time, the research results can be useful for increasing live-streaming sales. Hence, the research question posed: How do live streaming, content marketing and endorsements together influence purchasing decisions on TikTok Shop?

## **REVIEW OF LITERATURE**

### **Content Marketing**

According to Kotler et al., content marketing is a marketing technique that involves planning the creation of promotions distributed through content that can attract the right audience so that they are interested in becoming customers (Muzakkii & Hidayat, 2021). Genalius defines content marketing as advertising that uses video or audio to promote businesses, goods, people, or other entities to increase awareness, recognition, memory, and action. The distinctive feature of content marketing is that it pivots on the interests of the audience, so the content created must have value for the audience in order to convert them into consumers (Alimudin, 2022).

There are four things that can have an impact on the success of content marketing (Gunelius, 2011): 1) Content creation (The core of a content marketing plan), content development, made as attractive as possible to attract the attention of the audience. To gain the trust of the target market, the company should express its personality when engaging in content marketing. 2) Content sharing: Expanding the company's network and online audience can be achieved by exchanging materials on social networks. 3) Connecting social networks, by connecting wider social networks, can make connections that lead to increased trade. 4) Community Building Social Web: The Social Web is a large online community where people can engage with each other through technology, providing a platform for community development (Jamaludin, 2022).

Content is advertising through online media and sharing with communities on social media, The concept of consumer behavior in Islam is more determined on fairness and caution in receiving information, as explained in QS. Al-Hujurat verse 6, which means:

*“you who believe, if a wicked man brings you news, then examine it carefully so that you do not inflict a calamity on a people without knowing their circumstances, causing you to regret what you have done.” (Q.S Al-Hujurat [49]: 6)*

The verse explains that as a Muslim when getting information from others, such as promotions on products advertised on social media, you should be careful in accepting it to avoid regret in the future. The Quranic verse above also encourages us to consider that before deciding to buy, the information in the promotion must be checked and researched first (Ulfa et al., 2022).

### **Live Streaming**

In this feature, consumers can directly see the quality of the product to assess whether it is what they want or not. When the live event takes place, the seller will explain the details of the product being sold, and then consumers can interact directly through the comment column feature if there are still doubts or needs, to minimize doubts and make consumers trust themselves to make product purchase decisions according to their wants and needs (Amin & Fikriyah, 2023). The advantages of marketing through live streaming, according to M. Zhang, are as follows: First, the emergence of live video broadcasts allows consumers to find information more effectively in finding complete product characteristics. Second, live streaming is carried out in an audio-visual format that is persuasive (influencing) and based on credibility (trust) in delivering product information. Third, live streaming can be in the form of live audiovisual and text chat forums simultaneously or in real-time. This can reduce the sense of doubt and psychological distance that arises when shopping online (Zhang et al., 2020).

Everything related to muammalah is permissible until there is evidence that forbids it; buying and selling live streaming is included in online buying and selling, which is permissible in Islam as long as it is following the rules of sharia; buying and selling is said to be valid if the parties agree on an item to be purchased at the price of the item; even though the item has not been delivered and the price has not been paid, it is said that the parties are bound and required to carry out what has been agreed upon. On TikTok Shop, one can shop online just like on other social media or e-commerce sites. Consumers can also make payment

transactions using the ShopeePay transfer method, funds, GoPay, bank transfers, a COD (cash on delivery) system, or other transactions that make it easier for consumers.

Therefore, the use of TikTok social media for promotion is very helpful for MSMEs in building and developing their online businesses. Promotion in Islam is explained in Q.S. Al Hajj verse 30, which means as follows:

*“Such is the command of Allah. And whoever glorifies that which is honorable in the sight of Allah, it is better for him in the sight of his Lord. And all livestock have been made lawful for you, except that which you have been told is forbidden, so avoid the unclean idols and falsehoods.”.*

The verse explains that in Islam, as in the days of the Prophet, the method of promotion carried out by the Prophet prioritizes moral values that can make customers loyal. Therefore, in entrepreneurial activities, promotional activities should prioritize moral values such as honesty in explaining the specifications of their products and not making lies when promoting so as not to bring down their competitors (Nasution, Amalia Munajah & Nawawi, 2022).

### **Endorsement**

Endorsement can be interpreted as a type of advertisement that involves supporting the goods being sold by using famous individuals in the hope that consumers will be interested in buying them (Candra Dewi, Luh Komang & Rai Utama, 2022). According to Gusti, endorsement is the practice of social media advertising or promotion of a product by celebrities, artists, or other figures who have a significant impact in persuading their followers to buy or use the goods provided (Githa H. F, 2020). According to Shimp, there are several components in the endorsement concept (Oktaviani, Eka Fatin & Hasanah, 2020):

- 1) Visibility (level of popularity) The visibility characteristic of an endorser refers to how famous or how many fans they have and how often they appear in front of the audience.
- 2) Credibility

The capacity to trust an endorsement is referred to as its level of credibility. Conceptually, credibility is formed from two dimensions:

- a) Expertise, The audience's perception of the endorser's experience and knowledge of the topic.

- b) Trustworthiness, Trust is understood as the audience perceiving that the information conveyed by the endorser is real and valid.
- c) Attractiveness

Conceptually, attractiveness is formed from due dimensions:

- a) Respect
- b) Similarity, means compatibility in terms of the personality that consumers want.

In Islam, when doing promotion, it is forbidden to provide excessive information, even Rosululloh SAW himself when doing promotion never promoted his merchandise excessively, instead he gave information as it was so that buyers did not feel disappointed with expectations after buying it. Honesty is the most important thing in delivering promotions, as conveyed by Rasulullah SAW, namely:

*“What is called trading with false promises is an attempt to sell merchandise and also trying to do so in a despicable way”* (H.R Bukhari dan Muslim)

The meaning of the hadith above is that it explains that anyone who trades by lying when promoting to attract customers will have an impact on financial, relational, and trust damage in business continuity for the future. The Prophet Muhammad SAW expressly condemned all promotional behavior that contained elements of fraud until he said (Asnawi, Nur & Asnan Fanani, 2017):

*“The one who is dishonest in business is not one of my people”* (H.R. Ibn Hibban, Sahih)

The Prophet recommends a promotional system in trade, provided that the seller must properly explain, not only the benefits but also the drawbacks or side effects of using the product (Hafiz Abi, 1994) in (Nasution, Amalia Munajah & Nawawi, 2022). As in the following hadith:

*“Ahmad Ibn Sinan, Katsir ibn Hisham, Kultsum ibn Jausyan, Qusyairy from Ayyub, and Nafi' from Ibn Umar said: The Messenger of Allah (SAW) said that the truthful, trustworthy, and Muslim trader will be with the martyrs on the Day of Resurrection”.* (HR. Ibnu Majah)”

Based on the description above, many things can influence consumer purchasing decisions, including sales promotions provided by online businesses. Therefore, in carrying out muamalah transactions, it must be in accordance with the principles of business established by Islam.

## **Purchase Decision**

Meanwhile, consumer behavior can be understood by studying how particular individuals, groups, or organizations select, purchase, consume, or dispose of ideas, goods, and services to meet their needs and desires. It also refers to the behavior of market consumers and the underlying causes of these habits. However, a person's behavioral decisions or consumer behavior are closely related to this study, which affects a person's willingness to buy goods on social networking sites that make TikTok (Ahmad Shukri & Mustaffa, 2023).

The choice to buy can be seen as the outcome or continuation that a person chooses in response to a multitude of circumstances and behavioral options to meet his or her requirements (Warsito, n.d.). According to Sangadji and Sopiah in (Sabrina et al., 2023) That buying decisions are integrative processes. They involve combining knowledge to evaluate two or more alternative courses of action and choosing one. According to Tjiptono, the decision to buy is the result of consumers knowing the problem and finding out information about a product or brand, which is then evaluated to determine how good each of the alternative choices is, and then consumers will step up and make one of those alternatives as their choice (Wangsa, 2022).

According to Kotler & Keller, some factors can influence consumers to reach the stage of making a purchase decision, namely: cultural, social, and personal factors (Gunawan, 2022) and (Shofwan, Thoriq; Aryani, Lin; Nastiti, 2021).

Kotler and Keller formulated five stages that consumers go through to be able to choose a product to buy, specifically:

- 1) Problem Introduction, The primary step in decision-making is to recognize the need or problem.
- 2) Information Search, A person will endeavor to find the information necessary for his or her purpose.
- 3) Alternative Assessment, The process of selecting alternative options based on their suitability is known as alternative assessment.
- 4) Purchase Decision, The actual process of deciding whether to buy something after going through the other stages is the choice to buy it.

5) After-Sales Behavior, Consumers will feel a certain amount of happiness or dissatisfaction after making a purchase (Priansa, 2017).

Consumer behavior, particularly that of Muslims, should adhere to the ethical principles of Islamic teachings. One such principle is to consider halal and ethical aspects when making purchasing decisions. As explained in Q.S. An-Nisa verse 29, the meaning is:

*“O you who believe! Do not eat from each other's wealth by false means, except in trade that is consensual between you. And do not kill yourselves. Indeed, Allah is most merciful to you.”*

(Q.S An-Nisa [4]: 29)

While the principle of goodness is an extension of the halal principle, the food we consume must not only be halal but also clean and wholesome, known in the language of the Quran as Halalan Thayyiban (Ridwan & Andriyanto, 2019).

While the principle of "good" complements the halal principle, we must ensure that the food we consume is not only halal but also clean and wholesome. The Quranic term for this concept is "moderation." When it comes to the consumption of wealth and food, moderation is the key attitude to maintain. Miserliness, or consuming less than what is necessary, and excessiveness, or consuming more than what is necessary, are both behaviors that are prohibited. As Allah SWT says in Q.S. Al-Furqan verse 67, which means: halalan Thayyiban.

*"And among the servants of the Most Merciful are those who, when they spend, are neither extravagant nor miserly, between the two in moderation" (Sura al-Baqarah 2:1)*

From the two prohibited behaviors, there is a middle behavior that is highly recommended by Islam for consumption, namely simple behavior (Ridwan & Andriyanto, 2019). Simple behavior or simplicity is one of the principles of consumption in Islamic economics in addition to the halal principle and the good principle.

### **TikTok App**

TikTok is a social networking site that allows users to create, share, and discover short videos. The existence of the TikTok application can show the difference in how today's youth express themselves. The TikTok platform can share videos with a duration of 15 to 60 seconds. TikTok is easy to use because the features provided are user-friendly. Currently, TikTok is increasingly being used for product sales and promotion through interesting

content developed, for example, through TikTok Live and TikTok Shop. TikTok live streaming has become the main purchasing method for users as technology advances (Ranjan & Misra, 2021).

TikTok Shop is a shopping feature accessible directly from the TikTok platform. It allows sellers to display and sell products on TikTok. Product sales can be made by sellers and content creators through videos, in-feed, live, and click-on product storefronts. One feature that is currently trending is TikTok, which allows users to shop while also selling goods. With this single feature, users can sell or buy items. Not only, another advantage of TikTok Shop is that it provides free shipping for users who make purchases of at least Rp 30 thousand. According to (Geysler, 2022) Many people perceive the TikTok Shop as a safe place to buy and sell. This happens because TikTok Shop has prepared its filters to reduce fraud when transactions occur between sellers and buyers at TikTok Shop. In addition, TikTok Shop provides a very affordable price where the price offered is much lower. Besides that, TikTok Shop also always provides other attractive promos so that it can encourage consumers to buy products at TikTok Shop (Shofwan, Thoriq; Aryani, Lin; Nastiti, 2021).

## **RESEARCH METHOD**

This research uses a convenience sampling approach where data is collected through an online questionnaire. The convenience sampling method is used because it meets the criteria of ease of access, geography, and time availability (Etikan, 2016). Sampling using the Random Sampling Technique, which is known as a technique with random sampling (Dolet Unaradjan, 2019). The sample in this study has the characteristics of having experience viewing marketing content on the TikTok Shop application, experience viewing live streaming on the TikTok Shop application, experience seeing advertising with the endorsement method in the TikTok Shop application, being at least 17 years old, and understanding about TikTok Shop. Total respondents in this study amounted to 105 TiktokShop users. The majority of respondents are 17–25 years old. A 4-point Likert scale is used, ranging from strongly disagree (one) to strongly agree (four). All variables and measurement items were taken from previous research. However, they have been modified and adapted to the context of Tiktok Shop users. The research design used is a causal research

design. This means that the causality or causal relationship of the observed variables is to be tested. In addition, the data collected is processed using Structural Equation Modeling (SEM). This is done using SmartPLS 3.0 software. The Structural Equation Modeling (SEM) method is used because it is a statistical method that can test a series of relationships simultaneously (Ferdinand, 2002) in (Jasmine, Kennia & Martdianty, 2022). The content marketing construct is measured by four factors that can influence content creation (2 items), content sharing (2 items), social network connectivity (2 items), and social web community building (2 items). There is also an item on content from an Islamic perspective. Live streaming involves four pre-recorded items and one live item from an Islamic perspective. Endorsement covers nine pre-recorded items and one live item from an Islamic perspective. In contrast, purchasing decisions consist of seven pre-recorded items and two live items from an Islamic perspective (Table 1).

This study uses multiple mediator analysis modeling to model the direct relationship between exogenous and endogenous constructs. Mediation testing is generally done with a single mediation analysis, tested separately. Separate testing, according to Preacher and Hayes (2008), has problems Reason: testing media separately and then combining the results to get the total indirect relationship is wrong; mediators in multiple mediation models will correlate between mediators and bias the results (Ghozali, Imam & Kusumadewi, 2023).

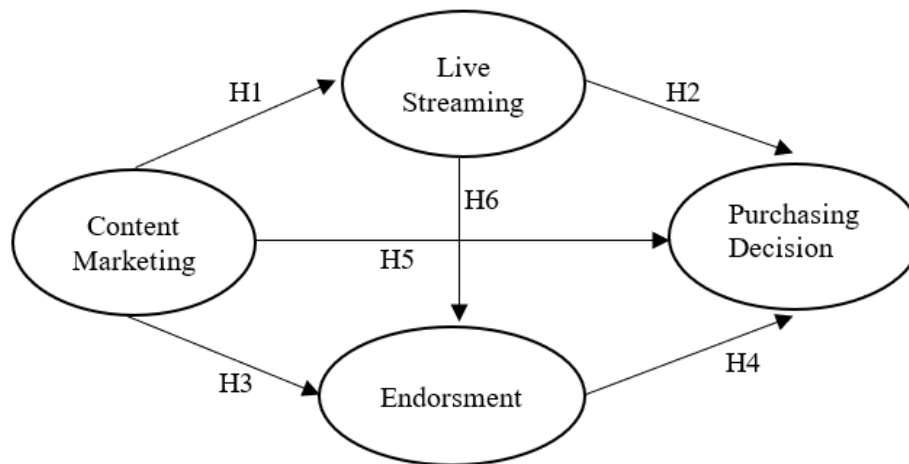
**Table 1**  
**List of Research Items**

<b>Variable</b>	<b>Notes</b>	<b>Item</b>
Content Marketing (Gunelius, 2011)	CM1	The advertising content on TikTok Shop is intriguing.
	CM2	The content of advertising messages on TikTok Shop always represents the company.
	CM3	Using TikTok Shop content for advertising can expand business networks.
	CM4	Creating engaging content and advertisements on TikTok Shop can increase the size of an online audience.
	CM5	Using content for advertising on TikTok Shop can help in establishing a professional network.
	CM6	Delivery of advertisements through content on TikTok Shop is an effective means of communication

	CM7	Advertising through content on TikTok can create interaction services among consumers
	CM8	With the use of content on TikTok Shop as a medium for delivering advertisements, it can bring together the common interests of fellow consumers.
	CM9i	When viewing ad content on TikTok Shop, it is necessary to research the truth first.
Live Streaming Bonald, T., et. al, 2008 (in Setyawan & Marzuki, 2018)	LS1	The live streaming feature on TikTok Shop facilitates communication and interaction between sellers and buyers while shopping.
	LS2	Sales through live streaming on TikTok Shop can influence the attraction and trust of consumers.
	LS3	With live streaming on TikTok Shop, buyers can find product information directly.
	LS4	TikTok Shop's live feature is very effective for shopping in real time.
	LS5i	The agreement that occurs during live streaming is an agreement between the two parties (seller and buyer)
	LS6i	The payment method employed in TikTok Shop's live streaming aligns with Islamic principles, as it offers the choice of paying first (salam contract) or cash on delivery (COD).
Endorsement Munukka 2016 (in Oktaviani, Eka Fatin & Hasanah, 2020)	EM1	The endorser is a very popular person
	EM2	The endorser has knowledge about the product he or she endorses
	EM3	Endorsers can be trusted to endorse at the TikTok Shop.
	EM4	Endorsers can convey product messages well on TikTok Shop
	EM5	Endorsers have an attractive appeal when doing endorsements on TikTok, so consumers are interested.
	EM6	Endorsers appeal can influence product sales.
	EM7	Endorsers can have a significant impact on a product's purchase intent.
	EM8	Endorsers can convince consumers of the products they endorse.
	EM9	I am interested in buying products after I see endorsements on TikTok Shop.
	EM10i	Endorsements need to be presented honestly, as they are, so that consumers are not disappointed with the expectations of the results.

Purchase Decision Kotler Philip & Keller K 2016 (in Shofwan, Thoriq; Aryani, Lin; Nastiti, 2021)	KP1	I feel confident buying at TikTok Shop.
	KP2	I buy products because they suit my needs.
	KP3	I buy products according to what I want to buy.
	KP4	I will consider many things before deciding on a purchase
	KP5	I will always pay attention to the price and quality of the products I buy.
	KP6	I decide to buy products at TikTok Shop based on other people's experiences and recommendations.
	KP7	I will make repeat purchases at TikTok Shop
	KP8i	As Muslims, in deciding whether to buy, they will consider whether a product is halal or not.
	KP9i	Selective needs to be applied to fulfill needs, not to be too wasteful and too economical.

From the literature review and critical evaluation of the applied models, this study proposes to develop a conceptual framework. This research is based on four variables: content marketing, live streaming, endorsements, and purchase decisions.



**Figure 1**  
**Conceptual Framework**

The hypothesis of this study, based on the above framework, is as follows:

- H1 : The more content marketing is created, the more marketing will be done through live streaming on TikTok.
- H2 : The higher the marketing intensity through live streaming, the more purchasing decisions on TikTok will increase.

- H3 : The more content you create through marketing, the more advocates you will have.  
H4 : The higher the endorsement, the more purchasing decisions will increase.  
H5 : The more content marketing creates, the more purchasing decisions will increase.  
H6 : The higher the live streaming, the more endorsements will increase.

## RESULTS AND DISCUSSION

### Characteristics of Research Respondents

In this study, the sample used by researchers, namely TikTok users, consisted of 105 people. The sample was obtained using a convenience sampling method, with data obtained through an online questionnaire. The characteristics of the research respondents are generally explained by presenting the amount of respondent data, which can be seen from the gender, age, occupation, and experience with the types of products purchased through TikTok Shop, as shown in Table 2.

**Table 2**  
**Respondent Characteristics**

Characteristic	Type	Total	Percentage
Gender	Male	51	48,6%
	Female	54	51,4%
<b>Total</b>		<b>105</b>	<b>100%</b>
Age	17-25	93	88,7%
	26-35	12	11,3%
	>35	0	0%
<b>Total</b>		<b>105</b>	<b>100%</b>
Work	Self-employed	17	15,9%
	Civil Servant	6	5,6%
	Farmer	1	0,9%
	Casual Laborer	1	0,9%
	Student	48	46,8%
	Others	32	29,9%
<b>Total</b>		<b>105</b>	<b>100%</b>
Product Type	Fashion	79	44,1%
	Electronics	25	14%
	Cosmetics	32	17,9%
	Culinary	14	7,8%
	Sporting Goods	17	9,5%

	Home Appliances	12	6,7%
<b>Total</b>		<b>179</b>	<b>100%</b>

Source: Data processed (2023)

### Results of Validity and Reliability Test of Research Indicators

The testing stage of the measurement model involves examining convergent and discriminant validity. To assess construct reliability, values for Cronbach's alpha and composite reliability are employed. To test the research hypothesis using PLS analysis, all PLS model indicators must meet conditions for convergent validity, discriminant validity, and reliability tests (Purwanto et al., 2019; Purwanto, Asbari, et al., 2020; Purwanto, Bernarto, et al., 2020).

#### Convergent Validity Testing

The convergent validity test is conducted by assessing the loading factor value of each indicator concerning its construct. Typically, a factor weight of 0.7 or higher is deemed to provide sufficient validation to describe the latent construct (Ghozali & Kusumadewi, 2023). In this study, the minimum acceptable loading factor is 0.7 for confirmatory research, with a value between 0.6 and 0.7 (Chin, 1998 dalam Susanto, Liana; Yanti; Viriany; Wirianata, 2020). For exploratory research, it is still acceptable. However, the AVE value of each construct must be  $> 0.5$  (Ghozali, Imam & Kusumadewi, 2023; Rachman, A.A., & Saudi, 2021). After running SmartPLS 3.0, the results show that all indicators have Loading Factor values exceeding 0.6-0.7 and AVE values exceeding 0.5. The goodness of fit or the valid model of this study can be seen in the table below. Thus, the research model's convergent validity fulfills the necessary requirements. Table 3 displays the loadings, Cronbach's alpha, composite reliability, and AVE values of each construct.

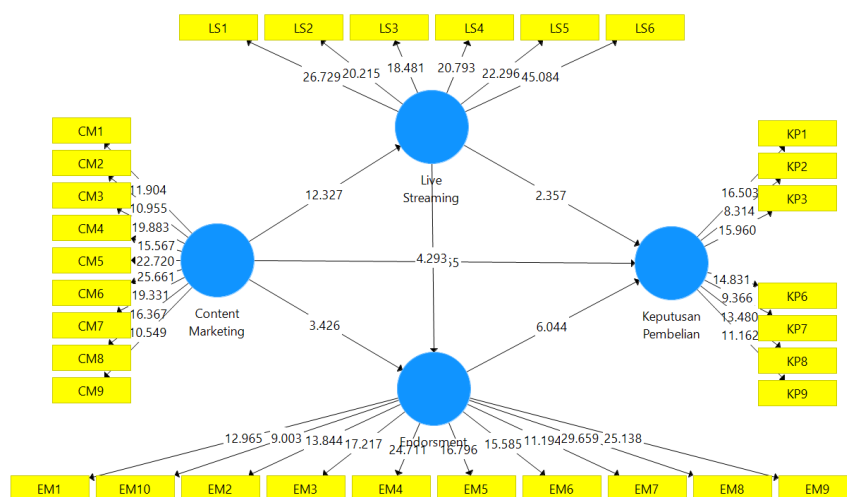
Discriminant validity is conducted to ensure that each concept within each latent variable is distinct from other latent variables. The model demonstrates good discriminant validity if the square of the average variance extracted (AVE) for each exogenous construct (found on the diagonal) exceeds the correlation with other constructs (found below the diagonal) (Ghozali, Imam & Kusumadewi, 2023). The AVE square value is used to obtain the results of discriminant validity testing, specifically by referencing the Fornell-Lacker criterion value presented in Table 4. The discriminant validity test results in Table 4 indicate

that all constructs possess an AVE square root value exceeding the correlation value with other latent constructs, thereby concluding that the model satisfies discriminant validity (Fornel & Larcker, 1981 dalam Agung et al., 2021).

Furthermore, the model undergoes a collinearity evaluation to identify any potential collinearity issues. This involves calculating the VIF collinearity statistic for each construct. If the VIF is greater than 5, collinearity is present within the model (Hair et al., 2014 in Ria Murhadi & Cahaya Reski, 2022). As presented in Table 5, all VIF scores are below 5. Thus, the structural collinearity model results indicate that this research model does not exhibit multicollinearity issues.

### **Construct Reliability Testing**

Construct reliability can be evaluated by examining the Cronbach's alpha and composite reliability values of each construct. It is suggested that the composite reliability and Cronbach's alpha values be at least 0.7 (Ghozali, Imam & Kusumadewi, 2023). The reliability test results presented in Table 3 indicate that all constructs have a composite reliability value and Cronbach's alpha greater than 0.7 ( $>0.7$ ). Purchase decision constructs numbers 4 and 5 were excluded from this study since the AVE value of the purchase decision was less than 0.5 ( $<0.5$ ). If the AVE value is less than 5, the lowest loading factor value is removed (Ghozali, Imam & Kusumadewi, 2023). The lowest value of the construct loading factor for purchasing decisions from 9 items is item number 4 of 0.607 and item number 5 of 0.636. So, the next step is to remove these two items from the model. After processing again, the results of all constructs have met the required reliability.



**Figure 2**  
**Valid Research Model**  
Source: SmartPLS 3.0 Processing Results (2023)

**Table 3**  
**Items Loadings, Cronbach’s Alpha, Composite Reliability, and Average Variance Extracted (AVE)**

Variables	Items	Loadings	Cronbach’s Alpha	Rho-A	Composite Reliability	AVE
Content Marketing	CM1	0.698	0.896	0.900	0.916	0.549
	CM2	0.682				
	CM3	0.779				
	CM4	0.689				
	CM5	0.785				
	CM6	0.826				
	CM7	0.803				
	CM8	0.758				
	CM9	0.626				
Live Streaming	LS1	0.824	0.894	0.899	0.919	0.653
	LS2	0.792				
	LS3	0.765				
	LS4	0.783				
	LS5	0.805				
	LS6	0.876				
Endorsment	EM1	0.693	0.912	0.915	0.927	0.563

	EM2	0.700				
	EM3	0.756				
	EM4	0.814				
	EM5	0.812				
	EM6	0.741				
	EM7	0.719				
	EM8	0.835				
	EM9	0.800				
	EM10	0.593				
Purchase Decision	KP1	0.752	0.843	0.846	0.881	0.514
	KP2	0.675				
	KP3	0.743				
	KP6	0.754				
	KP7	0.683				
	KP8	0.718				
	KP9	0.689				

Source: SmartPLS 3.0 Processing Results (2023)

**Table 4**  
**Discriminant Validity**

<b>Variables</b>	<b>Content Marketing</b>	<b>Endorsement</b>	<b>Purchase Decision</b>	<b>Live Streaming</b>
Content Marketing	0.741			
Endorsement	0.705	0.750		
Purchase Decision	0.642	0.768	0.717	
Live Streaming	0.671	0.736	0.689	0.808

Source: SmartPLS 3.0 Processing Results (2023)

**Table 5**  
**Collinearity (VIF)**

<b>Variables</b>	<b>Content Marketing</b>	<b>Endorsement</b>	<b>Purchase Decision</b>	<b>Live Streaming</b>
Content Marketing		1.820	2.210	1.000
Endorsement			2.653	
Purchase Decision				
Live Streaming		1.820	2.428	

Source: SmartPLS 3.0 Processing Results (2023)

**Table 6**  
**Nilai R Square**

<b>Variables</b>	<b>R Square</b>	<b>R Square Adjusted</b>
Endorsement	0.623	0.616
Purchase Decision	0.631	0.620
Live Streaming	0.451	0.445

Source: SmartPLS 3.0 Processing Results (2023)

**Table 7**  
**Hypotheses Testing**

<b>Hypotheses</b>	<b>Relationship</b>	<b>Beta</b>	<b>M</b>	<b>SE</b>	<b>T Statistics</b>	<b>P-Values</b>	<b>Decision</b>
H1	CM -> LS	0.671	0.675	0.054	12.327	0.000	Supported
H2	LS -> KP	0.225	0.231	0.096	2.357	0.000	Supported
H3	CM -> EM	0.384	0.386	0.112	3.426	0.001	Supported
H4	EM -> KP	0.510	0.513	0.084	6.044	0.000	Supported
H5	CM -> KP	0.131	0.125	0.104	1.255	0.210	Rejected
H6	LS -> EM	0.479	0.480	0.112	4.293	0.000	Supported

Source: SmartPLS 3.0 Processing Results (2023)

Hypothesis testing in PLS, also known as the inner model, examines the significance of direct and indirect effects and measures the influence of exogenous variables on endogenous variables. To evaluate the impact of content marketing on purchasing decisions made on the TikTok platform via live streaming and endorsement as a mediating variable, direct and indirect effect tests are necessary. The test for influence was conducted using the t-test within the partial least squares (PLS) analysis model via the utilization of SmartPLS 3.0 software with the bootstrapping technique. The results were obtained from Tables 5 and 6, which showcased the R-squared and significance test values.

Based on the data in Table 6, the R-squared value for endorsement is 0.623. This implies that 62.3% of the variability in the endorsement variable can be explained by the content marketing and live streaming variables, while the other 37.7% is a result of unexplored variables in this study. Meanwhile, the R Square value for the purchasing decision is 0.631, indicating that the purchasing decision variable can be explained by 63.1% through the content marketing, live streaming, and endorsement variables, while the

remaining 36.9% is explained by other variables not explored in this study. The R-squared value for the live streaming variable is 0.451, indicating that 45.1% of the variation in the live streaming variable is explained by the content marketing variable, while the remaining 54.9% is accounted for by other variables not considered in this study. The study results indicate a significant impact of the substance in the relationship table of the research model. Table 7 presents t-statistics and p-values demonstrating the influence of the research variables.

The researcher presents the fact of the direct effect of content marketing on purchasing decisions (H5). Then we proceed to each of the mediation conditions, namely, the path from content marketing to live streaming (H1) and from live streaming to purchasing decisions (H2). Researchers also continue the mediation requirements for the path from content marketing to endorsements (H3) and from purchasing decisions (H4). Finally, the correlation between the direct effect of live streaming and endorsement (H6) From the test results presented in Table 7, it is found that hypotheses H1, H2, H3, H4, and H6 are accepted or supported. While one hypothesis, namely H5, is not accepted or rejected, the researcher noted that the researcher's data found that there was no partial support for the direct path from content marketing to purchasing decisions (H5) and there was partial support for live streaming to endorsement (H6).

According to the study's results, there is no significant and positive effect of the content marketing variable on the purchasing decision variable. It can be explained that increasing content marketing does not always increase the level of purchasing decisions. The results of this study are not the same as previous research by Taufiqur Rahman (Rahman, 2019; Sabrina et al., 2023; Wayan & Divani, 2023). Content marketing is an online advertising medium that can share with other users who are on social media and connected to the internet the concept of consumer behavior from an Islamic perspective to be able to consider the nature of fairness and caution in receiving information as described in QS. Al-Hujurat verse 6, which means:

*"O you who believe, when a wicked man comes to you with news, examine it carefully so that you do not inflict a calamity on a people without knowing the circumstances, causing you to regret what you have done." Q.S. Al-Hujurat [49]: 6)*

The verse above explains that we should be Muslims when we get information from other people, such as promotions on a product that circulates on social media. We should be careful in accepting it to avoid regret later. The verse of the Qur'an above also encourages us to consider before deciding on a purchase. The information contained in the seller's promotion must be checked and researched first (Ulfa et al., 2022).

The results of this research demonstrate that live streaming exerts a positive, significant effect on purchasing decisions. So, it can be explained that if marketing through live streaming at TikTok Shop is improved, purchasing decisions will increase. So, one way to improve purchasing decisions at TikTok Shop is to improve live streaming performance when marketing a product (Rahmayanti & Dermawan, 2023). According to Islamic law, buying and selling live streaming requires prior consent. In Islamic law, this comes from the concept of *khiyar*, known as *khiyar* assembly. The contract used for live streaming is the Bay'as salam contract. In the Islamic perspective, if you have carried out a salam transaction where the buyer pays first according to the agreed price and conditions and the goods are delivered at a later date, it is obligatory to record it, and there is testimony by both parties (Nurjannah et al., 2023).

Based on the study findings, endorsements can have a positive and noteworthy impact on consumer purchasing decisions. Thus, it is stated that if marketing using endorsement techniques at TikTok Shop is improved, purchasing decisions will also increase. So, the endorsement technique is one way to increase product purchasing decisions at TikTok Shop. The findings of this study align with Khatri's theory, which suggests that analyzing the current market is crucial., promotional strategies using celebrity endorsements or famous celebrities are needed in increasing the popularity of a brand on products to get optimal profits (Algiffary, MA, Wahab, Z., Shihab, MS. & Widiyanti, 2020; Anwar, 2022; Jaelani, 2017; Oktaviani, Eka Fatin & Hasanah, 2020; Wijaya, 2020).

This study has some limitations on several counts. First, content marketing, live streaming, endorsements, and purchase decisions are measured at a single point in time, which makes it difficult to clearly determine the temporal variables empirically. Second, currently, TikTok Shop has officially ceased operations after TikTok Indonesia agreed to comply with government regulations regarding electronic commerce. Third, the sample used

is more from students. This can be a problem in terms of generalization to the TikTok user population.

## CONCLUSION

This study aims to gather empirical evidence regarding the correlation between the impact of content marketing, live streaming, endorsements, and purchasing decisions on the TikTok platform. The study revealed that content marketing factors impact live streaming, which in turn influences purchasing decisions. Additionally, content marketing has an impact on endorsements, which also affect purchasing decisions. Furthermore, live streaming has a direct effect on endorsements. This study found that content marketing has no effect on purchasing decisions. It can be concluded that the more content marketing created on TikTok, the less it affects purchasing decisions. The use of endorsements in promoting a product is increasing, so purchasing decisions are also increasing. As a Muslim, when faced with a purchasing decision through the TikTok Shop platform, you should find out the truth first regarding product information. When promoting a product, you must also convey the product honestly and not exaggerate. As Muslims, you should also be more selective in spending your assets; you should not be too wasteful.

Future researchers are expected to add the number of samples from various circles and use methods other than multiple mediation analysis. So as to be able to test the research model as a whole and individual parameters. Furthermore, it can replace or add research variables outside of this study.

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