

ABSTRACT

The rapid development of social commerce in Indonesia, particularly through the TikTok Shop platform, has provided new opportunities for businesses to optimize their digital marketing strategies. One strategy that is increasingly adopted is the integration of content marketing and live shopping features to enhance consumer engagement and influence purchasing decisions. This study aims to analyze the extent to which content marketing and live shopping affect consumer purchasing decisions, both partially and simultaneously, with a case study on @UneilHijab consumers on TikTok Shop.

This research employed a quantitative approach, collecting data through questionnaires distributed to 100 respondents who are active @UneilHijab consumers on TikTok Shop. The research instrument was designed using a Likert scale, and data were analyzed using multiple linear regression with SPSS version 26. The results indicate that both content marketing and live shopping have a significant and positive influence on purchasing decisions. Simultaneously, these variables explain 71.4% of the variance in purchasing decisions.

These findings highlight the importance of high-quality, consistent, relevant content marketing that fosters strong consumer engagement. Likewise, interactive and informative live shopping features that provide a real-time shopping experience have proven effective in driving purchasing decisions. This research is expected to serve as a reference for business actors, especially SMEs in the Muslim fashion sector, in designing more targeted digital marketing strategies that significantly impact sales growth.

Keywords: *content marketing, live shopping, TikTok Shop, purchasing decision*