



**THE ROLE OF SHOPPABLE VIDEO, LIVE SHOPPING  
STREAMING, AND AFFILIATE MARKETING TOWARD  
CUSTOMER TRUST AND PURCHASE INTENTION ON  
TIKTOK (A STUDY FOR GEN Z)**

**UNDERGRADUATES THESIS**

**Submitted as one of the requirements to obtain**

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**FACULTY OF BUSINESS  
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CIKARANG**

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Jakarta, 14 September 2023



Putri Cantika Febrianti

# PLAGIARISM RESULT

THE ROLE OF SHOPPABLE VIDEO, LIVE SHOPPING  
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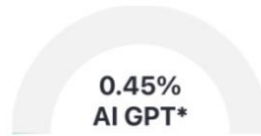
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## ABSTRACT

The growth of internet users encourages tech companies to increase the advance of social applications including TikTok. The emerge of large user in Indonesia of TikTok platform evolved TikTok from social media to social commerce releasing marketing program of Shoppable Video, Live Shopping Streaming, and Affiliate Marketing. This research aims to analyze these marketing program on variable Customer Trust and Purchase Intention. Researcher used quantitative descriptive method using SmartPLS to analyze data with total of 153 user respondents, located in Indonesia, TikTok user, and member of Generation Z within age from 11-26 years old. The result of the study finds that shoppable video and live shopping streaming has significant influence toward customer trust meanwhile affiliate marketing has no significant influence. Furthermore, shoppable video and live shopping streaming has no significant influence toward purchase intention, however affiliate marketing and customer trust has significant influence toward purchase intention.

**Keywords:** *Shoppable video, Live shopping streaming, Affiliate marketing, Customer trust and Purchase intention*