

The Influence of Live Streaming and Video Content on Consumer Purchase Interest in Clothing Products at Zonatshirt045 Bandung

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Abstract

The development of digital technology has transformed the way businesses market their products, including in the fashion industry. Social media platforms like TikTok have now become key platforms for building communication between brands and consumers. Live streaming and video content are widely used digital marketing strategies, considered to be more interactive and emotional in engaging audiences. Zonatshirt045, a local brand in Bandung, utilizes these two strategies to promote its clothing products to the young, social media-active segment. This study aims to determine the effect of live streaming and video content on consumer purchase intention for clothing products at Zonatshirt045 Bandung. The method used was quantitative with a descriptive verification approach. Data collection was conducted through questionnaires with respondents who were students or young consumers who had been exposed to Zonatshirt045's digital content. The results of this study are expected to provide a deeper understanding of the effectiveness of digital marketing strategies in increasing purchase intention and serve as a practical reference for fashion businesses.

Keywords: Live Streaming, Video Content, Purchase Intention, Digital Marketing

Introduction

Advances in information technology have transformed business marketing strategies, particularly in the fashion industry, which relies heavily on digital visualization and information delivery. Modern consumers are increasingly actively seeking information, comparing products, and relying on digital recommendations before purchasing. According to Kotler & Keller (2016), purchase intention arises after consumers feel attracted to and trust in a product, making it a key indicator of digital marketing success.

In the digital era, businesses face the challenge of capturing the attention of increasingly selective consumers. The high reach of promotional content is not always followed by increased purchase intention, as purchase intention is influenced by the product's visual, emotional, and functional appeal. This phenomenon is evident in fashion MSMEs like Zonatshirt045 Bandung, which, despite high interaction with live streaming content and promotional videos on TikTok, has not yet shown significant purchase intention conversion. This indicates the need for further analysis of the types and effectiveness of digital content in shaping the purchase intention of local fashion consumers.

Zonatshirt045 Pre-survey Results Table

Month	Item/Bulan	Laba
January	754	Rp. 8.959.593

February	690	Rp. 8.018.808
March	450	Rp. 4.450.175

Source: Processed by Researchers, 2025

Based on pre-survey results of sales reports and interviews with business owners, Zonatshirt045 Bandung has experienced a significant decline in sales over the past three months. The most drastic decline occurred from February to March, with profits dropping nearly 50% and sales volume by more than 30%, despite previously relatively stable sales. This condition is suspected to be influenced by the declining conversion rate of live streaming and low audience engagement with video content, indicating the need to evaluate the effectiveness of digital promotional strategies on consumer purchasing intention.

There is still limited empirical research directly comparing the influence of live streaming and video content on purchasing intention, particularly among local fashion MSMEs. Previous research generally discusses social media in general or focuses on only one type of content, creating a research gap regarding the comparative analysis of the two strategies.

Live streaming allows for real-time, two-way interaction that can increase consumer engagement and trust, while video content is informative, flexible, and plays a role in building a sustainable brand image. Both strategies must also be implemented in accordance with Law Number 8 of 1999 concerning Consumer Protection to avoid misleading or harming consumers.

Based on these issues and research gaps, this study aims to analyze the influence of live streaming and video content on consumer purchase intention for Zonatshirt045 Bandung clothing products using descriptive quantitative methods. The results are expected to provide theoretical contributions and provide a practical basis for business actors in formulating more effective digital marketing strategies that have a real impact on increasing consumer purchase intention.

Literature review

Live Streaming

Live streaming is a real-time video-based digital marketing channel that enables direct and authentic interactions between sellers and consumers. Through spontaneous interactions, live streaming can build social presence, trust, and an immersive shopping experience, thus influencing interest and purchasing decisions. In the context of e-commerce, live streaming is seen as an interactive shopping format that combines entertainment and transactional elements. On platforms like TikTok, live streaming enables two-way communication through comment sections, where consumers can ask questions, discuss, and evaluate products directly. This interaction not only enhances consumer understanding of products but also strengthens engagement, emotional connections, and loyalty. Visual appeal, clarity of information, and actual product presentations help consumers make more informed purchasing decisions. As an increasingly common marketing strategy, live streaming offers

consumers convenience, trust, and satisfaction in online shopping. Furthermore, its real-time and interactive nature makes live streaming effective in building reputation and driving sales, especially for small businesses. Key live streaming indicators include promotional timing, bonuses, clarity of product descriptions, and visual quality, which collectively shape consumer perceptions and purchasing interest. Video Content

Video content is a crucial part of a content marketing strategy designed to capture attention, engage audiences, and encourage consumer action. Video is considered effective because it conveys marketing messages visually and emotionally, reinforces brand storytelling, and creates a positive product image. Compared to text or images, video has the advantage of increasing consumer attention, retention, and perception of a product. Content marketing focuses on the creation and distribution of valuable, relevant, and consistent content to build relationships with audiences, increase brand awareness, and influence consumer behavior. This strategy also plays a role in creating a competitive advantage through unique content, expanding market reach, and increasing brand visibility through social media and search engine optimization. To remain effective, content marketing needs to be regularly evaluated and updated according to audience characteristics and digital platform dynamics.

On platforms like TikTok and Shopee, video content comes in various creative forms, such as challenges, influencer collaborations, and video ads, which have the potential to increase brand reach and awareness, particularly among younger generations. The success of this strategy depends heavily on the content's alignment with the platform's characteristics and brand values. The quality of content marketing can be measured through six key indicators: relevance, accuracy, value, ease of understanding, ease of discovery, and consistency of content presentation.

Purchase Intention

Consumer purchase intention is the tendency or intention to make a purchase that is formed through psychological processes and evaluation of a product. Purchase intention arises after consumers recognize a need, seek information, evaluate alternatives, and form beliefs, thus predisposing them to action before an actual purchase decision is made. This intention reflects a consumer's positive attitude, preference, and belief toward a brand or product. Purchase intention can be understood as the initial stage in the consumer decision-making process, where individuals demonstrate a cognitive tendency to choose a product even before making a purchase. This process involves evaluating various alternatives and determining the best choice based on existing information and experience. To measure purchase intention, several key indicators are used: transactional intention (intention to purchase), referential intention (intention to recommend), preferential intention (specific interest in a particular product), and exploratory intention (intention to seek further information). These four indicators reflect the consumer's level of readiness to make a purchase decision.

METHODS

This study uses a quantitative approach to examine the influence of live streaming and video content on consumer purchase intention. This approach allows for objective measurement of relationships between variables through numerical data and statistical analysis based on hypothesis testing. The subjects were young consumers aged 18–30 in Bandung who had been exposed to live streaming content and/or Zonatshirt045 promotional videos on social media. This group was selected because they are digital natives, active social media users, and are the primary target market for fashion products. The object of the study was Zonatshirt045 Bandung, a fashion MSME actively implementing video-based digital marketing strategies. The research data consisted of primary and secondary data. Primary data were obtained through a closed-ended questionnaire with a Likert scale distributed to 100 respondents, while secondary data were obtained through literature review of relevant books and scientific journals. The sampling technique used purposive sampling, with the sample size determined using the Slovin formula from an estimated population of 5,000 consumers.

The independent variables in this study were live streaming (X1) and video content (X2), while the dependent variable was consumer purchase intention (Y). Live streaming was measured through interactivity, information clarity, and real-time engagement, while video content was measured through visual quality, creativity, and information clarity. Purchase interest was measured through interest, information search, and purchase intention. All indicators were measured using a five-point Likert scale. Data analysis was conducted using SPSS through descriptive and verification analysis. Before testing the hypotheses, instrument validity and reliability were tested. Hypothesis testing was conducted using multiple linear regression analysis, supported by classical assumption tests, correlation tests, coefficient of determination tests, and t-tests and F-tests to determine the partial and simultaneous effects of independent variables on consumer purchase interest.

RESULTS AND DISCUSSION

Instrument Test

Validity Test

Live Streaming Variable

Live Streaming Validity Test Results Table (X1)

Indicator	Item	r count	r table	Note.
Visual Image	X1.1	0.939	0.196	Valid
Product Description	X1.2	0.941	0.196	Valid
Brand Association	X1.3	0.953	0.196	Valid
Promotional Time	X1.4	0.931	0.196	Valid
Bonus	X1.5	0.933	0.196	Valid

Source: Processed by Researchers, 2025

Video Content Variables

Video Content Validity Test Results Table (X2)

Indicator	Item	r count	r table	Note.
Value & Consistency	X2.1	0.927	0.196	Valid
Referential Interest	X2.2	0.943	0.196	Valid
Easy to Understand and Find	X2.3	0.953	0.196	Valid
Transactional Interest	X2.4	0.930	0.196	Valid

Source: Processed by Researchers, 2025

Purchase Interest Variable

Purchase Interest Validity Test Table (Y)

Indicator	Item	r count	r table	Note.
Transactional Interest	Y.1	0.878	0.196	Valid
Referential Interest	Y.2	0.919	0.196	Valid
Preferential Interest	Y.3	0.905	0.196	Valid
	Y.4	0.939	0.196	Valid
Exploratory Interest	Y.5	0.938	0.196	Valid

Source: Processed by Researchers, 2025

Reliability Test

Reliability Test Results Table

Indicator	Item	r count	r table	Note.
Live Streaming (X1)	0.967	0.60	Reliabel	
Video Content (X2)	0.964	0.60	Reliabel	
Purchase Interest (Y)	0.952	0.60	Reliabel	

Source: Processed by Researchers, 2025

Descriptive Statistical Analysis

The data obtained in this study were from questionnaires distributed and completed by respondents. The following is the percentage formula and score interpretation criteria. (RAMADINA, 2022)

$$IS = \frac{\text{Total Score Obtained}}{\text{Total Ideal Score}} \times 100\%$$

Description:

IS: Score Interpretation

Total Score Obtained: The sum of respondents' answers for one indicator.

Total Ideal Score: Number of Respondents \times Highest Score (e.g., 5).

Live Streaming

Respondent Response Table for Live Streaming Variable (X1)

Statement Response	SSS	SS	S	TS	STS	Total Skor	Skor Ideal	IS	Criteria
	5	4	3	2	1				
X1.1	52	23	19	2	4	417	500	83%	Very Strong
X1.2	58	20	15	3	4	425	500	85%	Very Strong
X1.3	53	20	21	3	3	417	500	83%	Very Strong
X1.4	53	18	20	6	3	412	500	82%	Very Strong
X1.5	53	25	15	2	5	419	500	84%	Very Strong
TS	269	106	90	16	19	2090		84%	
%	53,8%	21,2%	18,0%	3,2%	3,8%	418			
Standard Deviation	4,69041576								
Value Range	412 - 425								
Criteria	Strong - Very Strong								

Source: Processed by Researchers, 2025

Video Content

Respondent Response Table for Video Content Variables

Statement Response	SSS	SS	S	TS	STS	Total Skor	Skor Ideal	IS	Criteria
	5	4	3	2	1				
X2.1	36	25	30	6	3	385	500	77%	Strong
X2.2	29	30	35	3	3	379	500	76%	Strong
X2.3	34	26	30	7	3	381	500	76%	Strong
X2.4	30	26	35	7	2	375	500	75%	Strong
X2.5	26	30	36	6	2	372	500	74%	Strong
TS	155	137	166	29	13	1892		76%	
%	31,0%	27,4%	33,2%	5,8%	2,6%	378,4			
Standard Deviation	5,07937								
Value Range	372 - 385								
Criteria	Strong								

Source: Processed by Researchers, 2025

Purchase Interest

Statement Response	SSS 5	SS 4	S 3	TS 2	STS 1	Total Skor	Skor Ideal	IS	Criteria
Y.1	30	37	27	4	2	389	500	78%	Strong
Y.2	40	34	18	6	2	404	500	81%	Very strong
Y.3	30	41	21	6	2	391	500	78%	Strong
Y.4	36	38	20	3	3	401	500	80%	Strong
Y.5	35	38	21	4	2	400	500	80%	Strong
TS	171	188	107	23	11	1985		79%	
%	34,2%	37,6%	21,4%	4,6%	2,2%	397			
Standard Deviation	6,595								
Value Range	389 - 404								
Criteria	Strong - Very Strong								

Verification Statistical Analysis

Classical Assumption Test

Normality Test

Image of Normality Test Results with Kolmogorov-Smirnov

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		100	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	1.94130713	
Most Extreme Differences	Absolute	.084	
	Positive	.084	
	Negative	-.050	
Test Statistic		.084	
Asymp. Sig. (2-tailed) ^c		.082	
Monte Carlo Sig. (2-tailed) ^d	Sig.	.082	
	99% Confidence Interval	Lower Bound	.075
		Upper Bound	.089

a. Test distribution is Normal.

b. Calculated from data.

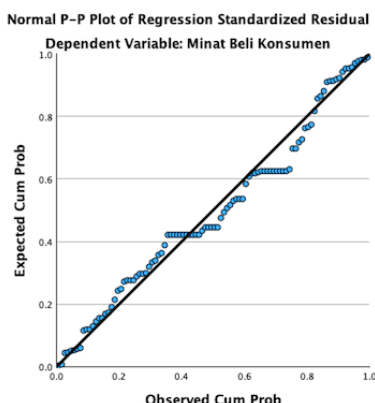
c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 624387341.

Source: Processed by Researchers, 2025

In addition to using the One Sample Kolmogorov-Smirnov Test, normality can be measured using a Normal Plot. The results of the data processing with the resulting graph are as follows:

Image of Normality Test Results with Plot



Source: Processed by Researchers, 2026

Multicollinearity Test

Multicollinearity Test Results Image

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.646	.942		1.748	.084		
	Live Streaming	.512	.047	.584	10.803	<.001	.701	1.427
	Video Konten	.396	.050	.431	7.973	<.001	.701	1.427

a. Dependent Variable: Minat Beli Konsumen

Source: Data processed by researchers, 2025

Based on the results of Figure 4.3, it shows that Live Streaming and Video Content have a tolerance value of 0.701, which means less than 1, and VIF has a value of 1.427, which means less than 10, so it can be said that the data does not experience multicollinearity.

Heteroscedasticity Test

Image of Heteroscedasticity Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.082	.606		3.437	<.001
	Live Streaming	-.015	.030	-.058	-.483	.630
	Video Konten	-.014	.032	-.054	-.444	.658

a. Dependent Variable: ABS_RES

Source: Data processed by researchers, 2026

Correlation Test

Correlation Test Results Image

Correlations

		Live Streaming	Video Konten	Minat Beli Konsumen
Live Streaming	Pearson Correlation	1	.547**	.819**
	Sig. (2-tailed)		<.001	<.001
	N	100	100	100
Video Konten	Pearson Correlation	.547**	1	.750**
	Sig. (2-tailed)	<.001		<.001
	N	100	100	100
Minat Beli Konsumen	Pearson Correlation	.819**	.750**	1
	Sig. (2-tailed)	<.001	<.001	
	N	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Processed by Researchers, 2025

Coefficient of Determination Test (R2)

Image of the Results of the Determination Coefficient

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.895 ^a	.802	.797	2.00203

a. Predictors: (Constant), Video Konten, Live Streaming

Source: Processed by researchers, 2025

Multiple Linear Regression Analysis

Image of Multiple Linear Regression Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.646	.942		1.748	.084
	Live Streaming	.512	.047	.584	10.803	<.001
	Video Konten	.396	.050	.431	7.973	<.001

a. Dependent Variable: Minat Beli Konsumen

Source: Processed by Researchers, 2025

Hypothesis Testing

Partial Test (t-Test)

Image of T-Test Results for Live Streaming Variable (X1)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.826	1.092		4.419	<.001
	Live Streaming	.719	.051	.819	14.151	<.001

a. Dependent Variable: Minat Beli Konsumen

Source: Processed by Researchers, 202

Image of T-Test Results for Video Content Variable (X2)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.790	1.200		5.659	<.001
	Video Konten	.690	.061	.750	11.230	<.001

a. Dependent Variable: Minat Beli Konsumen

Source: Processed by Researchers, 2025

Simultaneous Test (f-Test)

Image of f-test results (simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1569.961	2	784.980	195.847	<.001 ^b
	Residual	388.789	97	4.008		
	Total	1958.750	99			

a. Dependent Variable: Minat Beli Konsumen
b. Predictors: (Constant), Video Konten, Live Streaming

Source: Processed by Researchers, 2025

Discussion

Descriptive Inter-Variable

Live Streaming (X1)

Based on the descriptive analysis, the Live Streaming variable on Zonatshirt045 achieved an overall average index score of 84%, placing it in the "Very Strong" category. This indicates that respondents gave a very positive assessment of the live streaming activity, with the highest indicator being X1.2 (score 425), which relates to the clarity of product information during the interaction. With a relatively small standard deviation of 4.69, it appears that respondents' perceptions tended to be uniform and consistent in assessing live streaming as a highly effective means of understanding distro clothing product details in real time.

Video Content (X2)

The Video Content variable demonstrated solid performance with an average index score of 76%, placing it in the "Strong" category. The distribution of respondents' responses indicates that indicator X2.1 (score 385) was the most prominent aspect, while indicator X2.5 (score 372) was the lowest, but still within the strong category. This analysis demonstrates that the visual quality and creativity of the short videos uploaded by Zonatshirt045 have successfully captured consumer attention and are considered informative promotional media, with a consistent level of responses, as evidenced by a standard deviation of 5.08.

Purchase Intention

The descriptive results for the Consumer Purchase Intention variable yielded an average index value of 79%, categorized as "Strong." Respondents indicated a high trend of interest, particularly in indicator Y.2 (score 404), which reached the "Very Strong" criterion, reflecting a clear desire among customers to purchase the product after exposure to the company's digital marketing strategy. With a score range of 389 to 404 and a standard deviation of 6.59, this data indicates that Zonatshirt045 consumers generally have stable and consistent purchase intentions across the various clothing collections offered.

The Influence of Live Streaming on Consumer Purchase Intention

The Video Content variable (X2) also demonstrated a positive and significant influence on Purchase Intention (Y), with a t-test value of 11.230 and a significance level of $<.001$. The regression coefficient of 0.690 confirms that creativity in presenting promotional video content directly contributes to strengthening Zonatshirt045 customers' purchase intention. Although the calculated t-value is slightly below variable X1, video content remains a crucial pillar in conveying product narratives (branding), capable of visually engaging audiences in a short duration.

In the descriptive analysis, this video content indicator falls into the "Strong" category with an average index of 76%. This figure indicates that video content serves as a permanent informational support for consumers before and after they participate in a live streaming session. Therefore, the results of this study confirm that visual appeal through short videos is an effective instrument for implanting the image of contemporary distro products in consumers' minds, ultimately triggering purchase decisions.

The Influence of Live Streaming and Video Content on Consumer Purchase Intention

Simultaneously, the F-test results show an F-value of 195.847, significantly greater than the F-table of 3.09 with a significance level of 0.001. This means that H_0 is rejected and H_1 is accepted, confirming that Live Streaming (X1) and Video Content (X2) together have a very significant influence on Consumer Purchase Intention (Y). The synergy between direct interaction and creative content promotion creates a comprehensive and compelling digital shopping experience for

Zonatshirt045 customers.

Furthermore, the Coefficient of Determination (R^2) value is quite high, reflecting the extent to which this model is able to explain changes in the purchase intention variable. With a multiple regression model free from multicollinearity ($VIF\ 1.427 < 10$), these results demonstrate that the combination of these two digital marketing strategies is an accurate predictor. Companies can rely on these two variables as an integrated strategy to address sales fluctuations, as both have been empirically proven to consistently and simultaneously drive purchase intention.

Conclusion

Based on the results of research and discussion regarding "The Influence of Live Streaming and Video Content on Consumer Purchase Interest in Clothing Products at Zonatshirt045 Bandung", the following conclusions were obtained:

1) Live Streaming (X1)

Respondents rated the implementation of live streaming on Zonatshirt045 Bandung's social media accounts as very good overall. This was demonstrated by the consistent and consistent quality of product design and interaction during broadcasts across all aspects of the assessment, making this strategy highly effective and worth maintaining.

2) Video Content (X2)

Respondents rated the implementation of video content on Zonatshirt045 Bandung's social media accounts as very good overall. This was evident in the quality of the visuals and the creative and informative messaging, where the content provided a clear understanding of the product to the audience. Consistency in uploading engaging video content proved to be a key driver in building brand awareness among consumers.

3) Purchase Intention (Y)

Consumer purchase interest in Zonatshirt045 Bandung's clothing products was high. Respondents demonstrated a strong tendency to seek further information, consider purchasing, and even develop a desire to own the product after exposure to digital promotional activities. This indicates that the company's digital media stimulation has successfully created a positive psychological boost in potential buyers.

4) Live Streaming (X1) has a positive and partially significant effect on Purchase Intention, as demonstrated by a t-value of 14.151 and a significance level of $<.001$, indicating that this variable falls

into the "Very Strong" category (84%), indicating that real-time interaction is the primary driver of purchase intention.

5) Video Content (X2) has a positive and partially significant effect on Purchase Intention, as demonstrated by a t-value of 11.230 and a significance level of $<.001$, indicating that this variable falls into the "Strong" category (76%), indicating that visual creativity in promotional content is effective in attracting the attention and interest of potential customers.

6) Live Streaming and Video Content jointly have a significant effect on Consumer Purchase Intention, with an F-value of 195.847 ($> F$ -table 3.09). This demonstrates that the combination of these two digital marketing strategies can effectively increase purchase intention for Zonatshirt045 products.

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