

THE EFFECT OF CELEBRITY FELICIA ANGELISTA ON TIKTOK LIVE  
STREAMING TREND ON SCARLET PRODUCT PURCHASING DECISIONS

UNDERGRADUATE THESIS



Proposed By:

Robby Muhammad Abror

20170410383

INTERNATIONAL PROGRAM OF MAGAMENT AND BUSINESS FACULTY OF  
ECONOMICS AND BUSINESS UNIVERSITAS MUHAMMADIYAH  
YOGYAKARTA 2024

## PAGE STATEMENT

The result of this study,

Name :Robby Muhammad Abror

Student ID Card :20170410383

The author stated that this thesis with the title: " THE EFFECT OF CELEBRITY FELICIA ANGELISTA ON TIKTOK LIVE STREAMING TREND ON SCARLET PRODUCT PURCHASING DECISIONS" there is no plagiarism from each research for undergraduate study. This study focus on analysis effect social media interaction on brand credibility and purchasing decisions, through parasocial interaction and celebrity attachment. The brand being studied is Scarlett Whitening through Tiktok live with Felicya Angelista as a live streamers celebrity. Whether there is research with the same title, literature review, method, result, and discussion. Moreover, the author will cancel this thesis.

Yogyakarta, 6 July 2024



Robby Muhammad Abror

## MOTTO AND DEDICATION

فَإِنَّ مَعَ الْعُسْرِ يُسْرًا

“So verily, with the hardship, there is relief.” (QS. Al-Insyirah: 5)

Your biggest weakness is when you give up and your greatest power is when you try one more time. You have to fight through some bad days in order to earn the best days of your life “Success is not final, failure is not fatal: It is the courage to continue that counts.” – Winston Churchill

## PREFACE

"I would like to express my deepest gratitude to my supervisor, Dr. Indah Fatmawati, S.E., M.Si, for their invaluable guidance, encouragement, and unwavering support throughout the entire process of completing this thesis. Their expertise, constructive feedback, and patience have been instrumental in shaping this work.

I am also immensely thankful to My family, My Beloved Partner and My Friend for their assistance in data collection, analysis, and insightful discussions, which greatly enriched the quality of this research.

Furthermore, I extend my appreciation to my family for their unwavering love, understanding, and constant encouragement. Their belief in my abilities has been a driving force behind my academic journey.

Lastly, I am grateful to Universitas Muhammadiyah Yogyakarta for providing the resources and conducive environment necessary for conducting this research.

This thesis would not have been possible without the support and contributions of these individuals and institutions. Thank you all for your invaluable help and encouragement."

Yogyakarta 6 July 2024

A handwritten signature in black ink, appearing to be 'A. B. S.', written in a cursive style.

TABLE OF CONTENTS

<u>APPROVAL PAGE</u> .....	ii
<u>ABSTRACT</u> .....	vi
<u>PREFACE</u> .....	vii
<u>TABLE OF CONTENTS</u> .....	viii
<u>CHAPTER 1</u> .....	10
<u>INTRODUCTION</u> .....	10
<u>A. Research Background</u> .....	10
<u>B. Research Problem</u> .....	13
<u>C. Research Objective</u> .....	14
<u>D. Research Benefits</u> .....	15
<u>CHAPTER 2</u> .....	16
<u>LITERATURE REVIEW</u> .....	16
<u>A. Theoretical Framework</u> .....	16
1. <u>Parasocial Interaction</u> .....	16
2. <u>Celebrity Attachment</u> .....	18
3. <u>Tiktok Shop as a Social Media Platform</u> .....	20
4. <u>Brand Credibility</u> .....	21
5. <u>Consumer Purchase Decision</u> .....	21
<u>B. Previous Research</u> .....	22
<u>C. Relationship Among Variables and Hypothesis Development</u> .....	25
1. <u>Direct effect</u> .....	25
2. <u>Indirect effect</u> .....	29
<u>D. Research Model</u> .....	30
<u>CHAPTER 3</u> .....	31
<u>METHODOLOGY</u> .....	31
<u>A. Research Approach and Design</u> .....	31

B.	<u>Respondent and Setting</u>	32
C.	<u>Population and Sample</u>	32
D.	<u>Data Collection Method</u>	33
E.	<u>Operational Definition</u>	34
F.	<u>Instrument Test</u>	36
G.	<u>Data Analysis</u>	38
<u>CHAPTER 4</u>		42
<u>FINDINGS AND DISCUSSION</u>		42
A.	<u>Research Results</u>	42
a.	<u>Data Instrument Tests</u>	46
b.	<u>Hypothesis Tests</u>	58
B.	<u>Discussion</u>	63
<u>CHAPTER 5</u>		78
<u>CONCLUSION</u>		78
A.	<u>Conclusion</u>	78
B.	<u>Suggestions</u>	79
C.	<u>Research Limitations</u>	80
<u>REFERENCES</u>		81
<u>APPENDIX</u>		90