



## THE EFFECT OF TIKTOK LIVE SHOPPING USE AND DIGITAL PROMOTION STRATEGY ON CONSUMER ENGAGEMENT IN PANENJOAN VILLAGE CICALENGKA DISTRICT BANDUNG RECENCY

### PENGARUH PENGGUNAAN TIKTOK LIVE SHOPPING DAN STRATEGI PROMOSI DIGITAL TERHADAP KETERLIBATAN KONSUMEN DI DESA PANENJOAN, KECAMATAN CICALENGKA, KABUPATEN BANDUNG

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#### Abstract

The development of digital technology has encouraged businesses to utilize social media as a marketing tool, one of which is through TikTok's Live Shopping feature. However, the use of TikTok Live Shopping in semi-rural areas such as Panenjoan Village, Cicalengka District, Bandung Regency, has not been optimal, as indicated by low consumer engagement and unstructured digital promotion strategies. This situation indicates a gap between the potential use of TikTok Live Shopping and the expected level of consumer engagement. Therefore, this study aims to determine the effect of TikTok Live Shopping utilization and digital promotion strategies on consumer engagement. This study used a quantitative approach with a survey method, along with descriptive and verification analysis. The study population was consumers in Panenjoan Village who had participated in TikTok Live Shopping. The sample was determined using the Lemeshow formula, resulting in 100 respondents using a purposive sampling technique. Data collection was conducted using a Likert-scale questionnaire. Data analysis included validity tests, reliability tests, classical assumption tests, correlation tests, multiple linear regression analysis, coefficient of determination tests, and hypothesis testing using SPSS version 27. The results showed that the use of TikTok Live Shopping, digital promotion strategies, and consumer engagement were in the strong category. Partially, the use of TikTok Live Shopping and digital promotion strategies had a significant effect on consumer engagement. Simultaneously, these two independent variables also had a significant effect on consumer engagement. This study concluded that optimizing TikTok Live Shopping and implementing effective digital promotion strategies can increase consumer engagement in Panenjoan Village.

**Keywords :** TikTok Live Shopping, Digital Promotion Strategy, Consumer Engagement.



## Abstrak

Perkembangan teknologi digital mendorong pelaku usaha untuk memanfaatkan media sosial sebagai sarana pemasaran, salah satunya melalui fitur Live Shopping TikTok. Namun, pemanfaatan Live Shopping TikTok di wilayah semi-pedesaan seperti Desa Panenjoan Kecamatan Cicalengka Kabupaten Bandung belum optimal, yang ditandai dengan rendahnya keterlibatan konsumen serta strategi promosi digital yang belum terstruktur. Kondisi ini menunjukkan adanya kesenjangan antara potensi penggunaan Live Shopping TikTok dengan tingkat keterlibatan konsumen yang diharapkan. Oleh karena itu, penelitian ini bertujuan untuk mengetahui pengaruh pemanfaatan Live Shopping TikTok dan strategi promosi digital terhadap keterlibatan konsumen. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei serta analisis deskriptif dan verifikatif. Populasi penelitian adalah konsumen di Desa Panenjoan yang pernah mengikuti Live Shopping TikTok. Penentuan sampel menggunakan rumus Lemeshow sehingga diperoleh 100 responden dengan teknik purposive sampling. Pengumpulan data dilakukan melalui kuesioner berskala Likert. Analisis data meliputi uji validitas, uji reliabilitas, uji asumsi klasik, uji korelasi, analisis regresi linear berganda, uji koefisien determinasi, serta uji hipotesis dengan bantuan SPSS versi 27. Hasil penelitian menunjukkan bahwa pemanfaatan Live Shopping TikTok, strategi promosi digital, dan keterlibatan konsumen berada pada kategori kuat. Secara parsial, pemanfaatan Live Shopping TikTok dan strategi promosi digital berpengaruh signifikan terhadap keterlibatan konsumen. Secara simultan, kedua variabel independen tersebut juga berpengaruh signifikan terhadap keterlibatan konsumen. Penelitian ini menyimpulkan bahwa optimalisasi Live Shopping TikTok dan penerapan strategi promosi digital yang efektif dapat meningkatkan keterlibatan konsumen di Desa Panenjoan.

**Kata Kunci :** Live Shopping TikTok, Strategi Promosi Digital, Keterlibatan Konsumen.

## 1. INTRODUCTION

The rapid development of digital technology has significantly changed consumer purchasing behavior in Indonesia, particularly through the utilization of social media platforms. One of the most prominent innovations in digital commerce is the *TikTok Live Shopping* feature, which allows sellers to promote and sell products through real-time live streaming while interacting directly with consumers (Yeni & Sukardi, 2025).

The launch of TikTok Shop in 2021 has strengthened TikTok's role as a social commerce platform by allowing users to conduct transactions without leaving the application. This growth is supported by Indonesia's internet penetration rate, which reached 79.5% in 2024, encouraging businesses and consumers to increasingly utilize social media for digital marketing activities (Salsabilla & Handayani, 2023). Globally, e-commerce transactions continue to increase, exceeding USD 5.5 trillion, highlighting the importance of interactive digital platforms in shaping consumer purchasing behavior (Statista, 2024).

**Table 1. Statistics on TikTok Live Shopping Usage in Indonesia (2022–2024)**

Year	Number of TikTok Users (million)	Percentage of Users Shopping via Live (%)	Transaction Value (Trillion IDR)
2022	109	28	9.5
2023	120	37	15.2
2024	127	45	21.7



**Source: DataReportal (2024), Digital 2024: Indonesia Report; Katadata Insight Center (2024), TikTok Live Shopping Consumer Survey.**

Based on national-level data, the use of TikTok Live Shopping in Indonesia has shown a consistent increase from 2022 to 2024. As presented in Table 1.1, the number of TikTok users increased from 109 million in 2022 to 127 million in 2024. During the same period, the percentage of users who made purchases through live shopping rose significantly from 28% to 45%, accompanied by a sharp increase in transaction value from 9.5 trillion rupiah to 21.7 trillion rupiah. This trend indicates that TikTok Live Shopping has become an increasingly important digital sales channel in Indonesia.

Initially recognized as a platform for short video content, TikTok has evolved into a social commerce platform with a rapidly growing Live Shopping feature (Maghfiroh & Palupi, 2023). Digital promotions such as influencer marketing, discounts, giveaways, and interactive content are effective in attracting consumer attention and encouraging participation. However, empirical studies examining this phenomenon in rural or semi-rural contexts remain limited, as most previous research has focused on urban areas (Setiawan et al., 2022; Zhang et al., 2024).

In Bandung Regency, the utilization of social media by business actors has grown rapidly. Specifically, in Panenjoan Village, which has a population of 19,535 people, approximately 62% of residents use social media as a promotional medium. Nevertheless, only 35–40% of business actors consistently utilize the TikTok Live Shopping feature as a marketing and sales channel (BPS Bandung Regency, 2025). This condition indicates that although social media adoption is relatively high, the utilization of Live Shopping has not yet been optimized among local micro, small, and medium enterprises (MSMEs).

Despite this growth, the utilization of TikTok Live Shopping has not been fully optimized, particularly in semi-rural areas. In Panenjoan Village, Bandung Regency, although 62% of residents use social media for promotional purposes, only 35–40% consistently utilize TikTok Live Shopping. A pre-survey of 30 TikTok users shows that while 86.7% have watched Live Shopping sessions, active interaction remains limited (56.7%), and only 53.3% have made purchases after watching live sessions.

Most previous studies on live commerce have focused on urban contexts, leaving limited empirical evidence regarding the combined influence of TikTok Live Shopping utilization and digital promotion strategies on consumer engagement in semi-rural areas. Therefore, this study aims to analyze the effect of TikTok Live Shopping utilization and digital promotion strategies on consumer engagement in Panenjoan Village, Cicalengka District, Bandung Regency.

## 2. RESEARCH METHOD

This study employed a quantitative research approach using a survey method. According to Sarwono (2024), quantitative research aims to identify patterns of relationships among variables based on the assumption that social phenomena can be classified, measured, and



explained through causal relationships. The survey method was applied using a Likert-scale questionnaire as the primary data collection instrument.

The subjects of this study were consumers in Panenjoan Village who had participated in TikTok Live Shopping activities. Sarwono (2024) states that research is a systematic way to answer research problems, therefore consumers who had experience watching or interacting with TikTok Live Shopping were selected as research subjects (Sugiyono, 2022). The object of this study was the influence of TikTok Live Shopping utilization and digital promotion strategies as independent variables on consumer engagement as the dependent variable.

The data used in this study consisted of primary and secondary data. According to Sarwono (2024), data sources refer to the origin of data required to answer research problems. Primary data were obtained directly from respondents through questionnaires distributed to TikTok users in Panenjoan Village who had interacted with Live Shopping features. Secondary data were collected from books, scientific journals, official government publications, statistical reports, and other relevant documents supporting the research.

The research variables were operationalized based on Sarwono (2024). The independent variables included TikTok Live Shopping utilization and digital promotion strategies, while the dependent variable was consumer engagement. TikTok Live Shopping utilization was measured through dimensions such as interactivity, trust, social closeness, content quality, and transaction convenience, referring to Kotler and Keller (2021) and Solomon (2020). Digital promotion strategy was measured using content creativity, promotional incentives, influencer marketing, promotion consistency, and visual appeal (Kotler, Keller, & Chernev, 2021). Consumer engagement was measured through cognitive, affective, behavioral, interactive loyalty, and community participation dimensions based on Hollebeek, Keeling, and de Ruyter (2022).

The population of this study was residents of Panenjoan Village. According to Sugiyono (2022), population refers to a generalization area consisting of objects or subjects with certain characteristics determined by researchers. Because the population size was unknown, the sample size was determined using the Lemeshow formula (Slamet & Aglis, 2020), resulting in 96 respondents, which was rounded up to 100 respondents to improve data proportionality. The sampling technique used was non-probability sampling with a purposive sampling approach. The criteria included consumers who resided in Panenjoan Village, had watched or participated in TikTok Live Shopping, interacted with or purchased UMKM products via TikTok, were aged between 17 and 45 years, and were willing to complete the questionnaire.

Data collection techniques included questionnaires and literature studies. Sugiyono (2022) explains that questionnaires are an effective data collection technique using written statements answered by respondents. Responses were measured using a five-point Likert scale ranging from strongly disagree to strongly agree.

Before data analysis, validity and reliability tests were conducted. According to Sugiyono (2022), valid instruments accurately measure what they are intended to measure. Reliability testing was conducted using Cronbach's Alpha, where an instrument is considered reliable if



the alpha value exceeds 0.60. Data analysis employed descriptive and verificative statistical techniques. Verificative analysis included classical assumption tests—normality, multicollinearity, and heteroscedasticity—followed by correlation analysis, multiple linear regression, coefficient of determination ( $R^2$ ), and hypothesis testing using t-tests and F-tests as described by Ghazali (2021). All data were analyzed using SPSS software version 27.

### 3. RESULT AND DISCUSSION

#### a. Validity and Reliability Testing Results

**Table 2. Validity and Reliability Testing Results**

Variable	Number of Items	Cronbach's Alpha	Reliability Standard	Interpretation
TikTok Live Shopping Utilization	10	0.935	0.60	Reliable
Digital Promotion Strategy	10	0.944	0.60	Reliable
Consumer Engagement	10	0.915	0.60	Reliable

Prior to hypothesis testing, the measurement instrument was assessed for validity and reliability. Validity was tested using Pearson's Product Moment Correlation with SPSS version 27, where items were considered valid if the correlation coefficient exceeded the r-table value at a 5% significance level ( $r = 0.1966$ ;  $df = 98$ ). The results show that all items across TikTok Live Shopping Utilization, Digital Promotion Strategy, and Consumer Engagement were valid.

Reliability was evaluated using Cronbach's Alpha, with a threshold of 0.60. The results indicate high internal consistency for all variables, with Cronbach's Alpha values of 0.935 for TikTok Live Shopping Utilization, 0.944 for Digital Promotion Strategy, and 0.915 for Consumer Engagement. Overall, the instrument meets the required validity and reliability standards and is suitable for further analysis.

#### b. Normality Test

A normality test was conducted to ensure that the regression residuals met the classical assumption of normal distribution. The Kolmogorov–Smirnov (K–S) test was applied, where residuals are considered normally distributed if the significance value exceeds 0.05.

The results of the One-Sample Kolmogorov–Smirnov test show an Asymp. Sig. (2-tailed) value of 0.200, while the Monte Carlo significance value was 0.635. Both values are greater than the 0.05 significance level, indicating that the residuals are normally distributed. These findings confirm that the normality assumption is satisfied, and the regression model is appropriate for further statistical analysis.

**Table 3. Normality Test**

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	4.44262590
Most Extreme Differences	Absolute	.055
	Positive	.040



	Negative						
Test Statistic							.055
Asymp. Sig. (2-tailed) <sup>c</sup>							.200 <sup>d</sup>
Monte Carlo Sig. (2-tailed) <sup>e</sup>	Sig.						.635
	99% Confidence Interval		Lower Bound				.623
			Upper Bound				.648
a. Test distribution is Normal.							
b. Calculated from data.							
c. Lilliefors Significance Correction.							
d. This is a lower bound of the true significance.							
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.							

### c. Multicollinearity Test

Table 4. Multicollinearity Test

Model	Coefficients <sup>a</sup>						Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance		
	B	Std. Error	Beta					
1	(Constant)	.930	2.074		.448	.655		
	Pemanfaatan Live Shopping TikTok	.459	.112	.437	4.112	.000	.258	
	Strategi Promosi Digital	.405	.098	.440	4.139	.000	.258	

a. Dependent Variable: Keterlibatan Konsumen

The multicollinearity test results indicate that all independent variables have Variance Inflation Factor (VIF) values below 10 (VIF = 3.878) and tolerance values greater than 0.10 (tolerance = 0.258). These results suggest that no multicollinearity problem exists among the independent variables. Therefore, the data meet the multicollinearity assumption and are suitable for further regression analysis.

### d. Heteroscedasticity Test

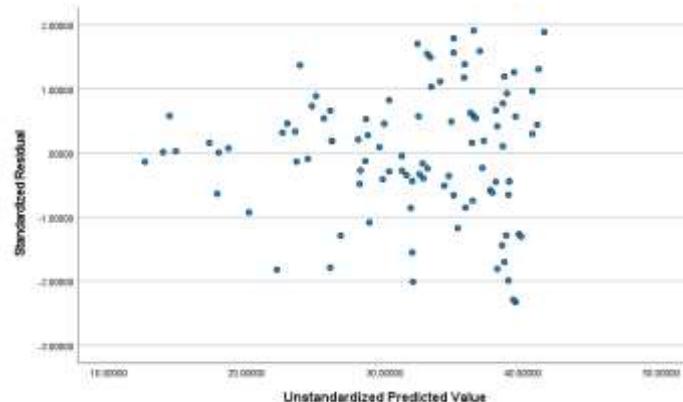


Figure 1. Heteroscedasticity Test



Based on the scatterplot results, the residual points are randomly distributed and do not form any specific pattern, either converging or diverging. The points are spread above and below zero on the standardized residual axis, indicating the absence of heteroscedasticity. Therefore, the regression model satisfies the homoscedasticity assumption.

#### e. Correlation Test

**Table 5. Correlation Test**

		Correlations		
		Pemanfaatan Live Shopping TikTok	Strategi Promosi Digital	Keterlibatan Konsumen
Pemanfaatan Live Shopping TikTok	Pearson Correlation	1	.861**	.817**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
Strategi Promosi Digital	Pearson Correlation	.861**	1	.817**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
Keterlibatan Konsumen	Pearson Correlation	.817**	.817**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

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

Pearson correlation analysis with 100 respondents reveals strong positive relationships among the study variables. TikTok Live Shopping Utilization (X1) is very strongly correlated with Digital Promotion Strategy (X2) ( $r = 0.861$ ,  $p < 0.05$ ). In addition, TikTok Live Shopping Utilization (X1) shows a very strong positive correlation with Consumer Engagement (Y) ( $r = 0.817$ ,  $p < 0.05$ ). Similarly, Digital Promotion Strategy (X2) is very strongly correlated with Consumer Engagement (Y) ( $r = 0.817$ ,  $p < 0.05$ ). These results indicate that the independent variables are appropriate for simultaneous use in the regression model.

#### f. Multiple Linear Regression Analysis

**Table 6. Multiple Linear Regression Analysis**

Model		Coefficients <sup>a</sup>			t	Sig.
		Unstandardized Coefficients	B	Standardize d Coefficient s		
1	(Constant)	.930	2.074		.448	.655
	Pemanfaatan Live Shopping TikTok	.459	.112	.437	4.112	.000
	Strategi Promosi Digital	.405	.098	.440	4.139	.000

a. Dependent Variable: Keterlibatan Konsumen



The results of the multiple linear regression analysis indicate that both independent variables have a positive and significant effect on consumer engagement. TikTok Live Shopping Utilization shows a positive influence on Consumer Engagement ( $B = 0.459$ ;  $\beta = 0.437$ ;  $t = 4.112$ ;  $p < 0.001$ ), while Digital Promotion Strategy also has a positive and significant effect ( $B = 0.405$ ;  $\beta = 0.440$ ;  $t = 4.139$ ;  $p < 0.001$ ). These findings suggest that increased utilization of TikTok live shopping features and more effective digital promotion strategies significantly enhance consumer engagement.

#### g. Hypothesis Testing

**Table 7. Hypothesis Testing**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.847 <sup>a</sup>	.717	.711	4.488
a. Predictors: (Constant), Strategi Promosi Digital, Pemanfaatan Live Shopping TikTok				
b. Dependent Variable: Keterlibatan Konsumen				

The model summary shows an R value of 0.847, indicating a strong relationship between the independent variables and consumer engagement. The R Square value of 0.717 implies that 71.7% of the variation in consumer engagement can be explained by TikTok Live Shopping Utilization and Digital Promotion Strategy, while the remaining 28.3% is influenced by other factors not included in the model. The Adjusted R Square of 0.711 further confirms the robustness of the regression model.

#### h. Hypothesis Test Results

**Table 8. Hypothesis Testing (t-test)**

Model	Coefficients <sup>a</sup>				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
1	(Constant)	.930	2.074	.448	.655
	Pemanfaatan Live Shopping TikTok	.459	.112	.437	4.112 .000
	Strategi Promosi Digital	.405	.098	.440	4.139 .000
a. Dependent Variable: Keterlibatan Konsumen					

The partial t-test results indicate that TikTok Live Shopping Utilization has a positive and significant effect on Consumer Engagement ( $t = 4.112$ ;  $p < 0.001$ ). Likewise, Digital Promotion Strategy also shows a positive and significant influence on Consumer Engagement ( $t = 4.139$ ;  $p < 0.001$ ). These findings confirm that each independent variable individually contributes significantly to consumer engagement.

**Table 9. Simultaneous Hypothesis Testing**

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4949.684	2	2474.842	122.858 .000 <sup>b</sup>
	Residual	1953.956	97	20.144	



Total	6903.640	99		
a. Dependent Variable: Keterlibatan Konsumen				
b. Predictors: (Constant), Strategi Promosi Digital, Pemanfaatan Live Shopping TikTok				

The ANOVA results show an F-value of 122.858 with a significance level of 0.000 ( $p < 0.05$ ), indicating that the regression model is statistically significant. Since the calculated F-value exceeds the critical F-value, the null hypothesis is rejected. This finding confirms that TikTok Live Shopping Utilization and Digital Promotion Strategy simultaneously have a significant effect on Consumer Engagement.

### i. Discussion

This study aims to analyze the influence of TikTok Live Shopping utilization and digital promotion strategies on consumer engagement in Panenjoan Village, Cicalengka District, Bandung Regency. The discussion focuses on interpreting the results of both descriptive and verification analyses.

#### 1) Utilization of TikTok Live Shopping

The descriptive analysis indicates that the utilization of TikTok Live Shopping falls within the strong category, with an average score of 71.36%. This result suggests that most respondents perceive TikTok Live Shopping positively as an online shopping medium. Trust in the host emerged as the most dominant factor, reflected in the high score for statements related to the credibility of product information delivered during live broadcasts.

This finding highlights the importance of real-time interaction, product demonstrations, and host responsiveness in shaping a convincing shopping experience. However, aspects related to loyalty toward specific hosts and the ease of the purchasing process received relatively lower scores, indicating that improvements are still needed in terms of user convenience and consistency in host performance.

From a theoretical perspective, these findings align with the digital marketing framework proposed by Kotler and Keller (2021), which emphasizes interactivity, trust, and social presence as key determinants of digital marketing effectiveness. Therefore, successful live shopping utilization depends not only on technological features but also on the host's ability to build effective interpersonal communication.

#### 2) Digital Promotion Strategy

The descriptive results show that the digital promotion strategy is categorized as strong, with an average score of 72.32%. Price-based incentives, such as discounts and vouchers, were found to be the most effective promotional tools in attracting consumer interest. This indicates that consumers remain highly responsive to direct economic incentives in digital shopping environments.

Conversely, creativity and visual consistency in promotional content recorded the lowest scores, suggesting that promotional materials have not yet achieved optimal differentiation and visual appeal. This finding implies that the effectiveness of digital promotion is influenced not only by financial incentives but also by the quality and creativity of visual presentation.



These results are consistent with Kotler, Keller, and Chernev (2021), who argue that creative, relevant, and value-driven promotional strategies play a critical role in capturing consumer attention in highly competitive digital markets.

### 3) Consumer Engagement

Consumer engagement obtained an average score of 63.88%, placing it in the strong category, although it was lower than the independent variables. This indicates that consumer engagement has been established but has not yet reached an optimal level. The highest engagement was observed at the behavioral level, particularly in actual purchase behavior after watching live shopping sessions.

However, active interaction, such as commenting during live broadcasts and satisfaction with host responses, showed relatively lower scores. This suggests that consumers' emotional and cognitive engagement remains underdeveloped.

This finding aligns with the consumer engagement framework proposed by Hollebeek et al. (2022) and Brodie et al. (2021), which conceptualizes engagement as a multidimensional construct encompassing cognitive, emotional, and behavioral dimensions. Positive interactive experiences are essential to transform initial interest into active participation.

### 4) Effect of TikTok Live Shopping Utilization on Consumer Engagement

The verification analysis demonstrates that TikTok Live Shopping utilization has a significant effect on consumer engagement ( $p < 0.05$ ). This result confirms that improved utilization of live shopping features leads to higher levels of consumer engagement. Live shopping offers an interactive and immersive shopping experience that fosters emotional, cognitive, and behavioral engagement. Consumers are not merely passive recipients of information but actively participate in communication and decision-making processes. These findings support the results of Andriani and Haniyah (2022), who reported that live shopping positively influences consumer engagement through enhanced interaction and social presence.

### 5) Effect of Digital Promotion Strategy on Consumer Engagement

The results further indicate that digital promotion strategies significantly influence consumer engagement ( $p < 0.05$ ). Effective promotional strategies attract consumer attention, encourage participation in live shopping sessions, and stimulate interaction and purchasing behavior. In an increasingly saturated digital content environment, relevant, engaging, and consistent promotional strategies serve as critical stimuli for enhancing consumer engagement. This finding is consistent with prior studies by Nainggolan and Handayani (2021) and the digital marketing perspective of Chaffey and Ellis-Chadwick (2023), which emphasize the role of integrated digital promotion in strengthening consumer engagement.

### 6) Combined Effect of TikTok Live Shopping Utilization and Digital Promotion Strategy on Consumer Engagement

Simultaneously, TikTok Live Shopping utilization and digital promotion strategies have a significant effect on consumer engagement. This result indicates that consumer engagement is shaped by the synergy between interactive media features and effective promotional efforts.



While live shopping enhances interaction, trust, and experiential value, digital promotion strategies function as attention drivers that motivate participation. Together, these factors encourage consumers to move beyond passive viewing toward active engagement through interaction, discussion, and purchasing activities.

Overall, the findings emphasize that optimizing TikTok Live Shopping utilization supported by effective digital promotion strategies is a key determinant in enhancing consumer engagement, particularly within the context of Panenjoan Village, Cicalengka District, Bandung Regency.

#### 4. CONCLUSION

Based on the results and discussion presented in Chapter IV regarding the influence of TikTok Live Shopping utilization and digital promotion strategies on consumer engagement in Panenjoan Village, Cicalengka District, Bandung Regency, the following conclusions can be drawn:

- The utilization of TikTok Live Shopping has a significant effect on consumer engagement in Panenjoan Village, Cicalengka District, Bandung Regency.

The utilization of TikTok Live Shopping is classified as strong based on the results of descriptive analysis. This indicates that respondents have utilized TikTok Live Shopping features effectively as a medium for interaction, product information delivery, and transaction activities. The findings show that the more optimal the use of TikTok Live Shopping features—characterized by interactivity, trust in the host, social closeness, broadcast content quality, and ease of access and transactions—the higher the level of consumer engagement. Consumer engagement is reflected through cognitive, affective, and behavioral aspects during Live Shopping activities.

- Digital promotion strategies have a significant effect on consumer engagement in Panenjoan Village, Cicalengka District, Bandung Regency.

Digital promotion strategies are also categorized as strong based on descriptive analysis results. This finding indicates that promotional strategies implemented through TikTok Live Shopping, such as promotional incentives and attractive visual content, have successfully attracted consumer attention. Effective digital promotion strategies—including promotional content creativity, promotional incentives, influencer marketing, message consistency, and visual appeal—are able to increase consumer interest, attention, and participation in TikTok Live Shopping activities. Thus, digital promotion strategies play an important role in encouraging active consumer engagement.

- The utilization of TikTok Live Shopping and digital promotion strategies simultaneously have a significant effect on consumer engagement in Panenjoan Village, Cicalengka District, Bandung Regency.

The results show that the combination of TikTok Live Shopping utilization and the implementation of appropriate digital promotion strategies provides a stronger influence on consumer engagement than the partial effect of each variable. The synergy between



these two variables creates an interactive, informative, and attractive shopping experience, which enhances overall consumer engagement. This finding confirms that consumer engagement can be more optimally increased when strong utilization of TikTok Live Shopping features is supported by strong digital promotion strategies. FOMO has a significant positive impact on stock investment decisions. The urge to keep up with investment trends can drive Generations Y and Z to make impulsive and high-risk investment decisions.

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