

**THE IMPACT OF SOCIAL MEDIA INFLUENCERS CREDIBILITY ON PURCHASE  
INTENTION ON TIKTOK LIVE STREAMING E-COMMERCE IN INDONESIA**

**THESIS**

Presented as Partial Fulfillment of Requirements for the Degree of Sarjana Manajemen (SM) in  
Management in International Business Management Program Faculty of Business and  
Economics Universitas Atma Jaya Yogyakarta



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**INTERNATIONAL BUSINESS MANAGEMENT PROGRAM  
FACULTY OF BUSINESS AND ECONOMICS  
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2024**

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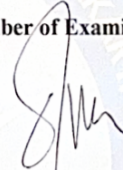
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## **AUTHENTICITY ACKNOWLEDGEMENT**

I, Timothy Kevin Sunaryo, hereby declare that I compiled and completed my undergraduate thesis with the following title:

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Is fully created by myself as the researcher. All the references have been cited and stated in this thesis in the form of a bibliography. It has been proven to be the original and authentic writing of my final project with no plagiarism or theft of other projects.

**Yogyakarta, 25<sup>th</sup> July 2024**

A stylized, handwritten signature in black ink, appearing to be 'TKS' with a flourish at the end.

**Timothy Kevin Sunaryo**

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### **THE IMPACT OF SOCIAL MEDIA INFLUENCERS CREDIBILITY ON PURCHASE INTENTION ON TIKTOK LIVE STREAMING E-COMMERCE IN INDONESIA**

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**Yogyakarta, 25<sup>th</sup> July 2024**



**Timothy Kevin Sunaryo**

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**ABSTRACT**

The purpose of this study is to investigate the effect of Social Media Influencers Credibility on Purchase Intention in the scope of TikTok Live Streaming. Data were obtained through online questionnaires with a total of 151 qualified respondents. Data was analyzed using Partial Least Square Techniques. The result showed a positive and significant effect of social media influencers on customers purchase intention, in the scope of TikTok Live Streaming E-commerce.

**Keywords:** *social media influencers, credibility, purchase intention, tiktok*