

## ABSTRAK

**Siti Jamilah. 2023. Pengaruh *Live Streaming* Dan Sistem Pembayaran *Cash on Delivery (Cod)* Terhadap Minat Beli Konsumen Muslim Dengan Kepercayaan Sebagai Variabel Intervening Pada Aplikasi Tiktok *Shop*: Program Studi Ekonomi Syariah Fakultas Agama Islam Universitas Siliwangi.**

Saat ini banyak sekali para pelaku usaha yang mengembangkan bisnisnya dengan berbagai cara, salah satunya dengan mengatur strategi pemasaran yang lebih baik. Diiringi dengan perkembangan teknologi yang canggih para pelaku usaha memanfaatkan teknologi informasi untuk pemasaran agar pemasaran bisa menyeluruh misalnya menjual barangnya di aplikasi Tiktok *shop*. Meskipun pemasaran telah dilakukan sangat baik namun peningkatan minat beli konsumen untuk berbelanja pada Tiktok *shop* masih dikatakan kurang. Berdasarkan studi pada aplikasi tiktok shop telah ada fitur *live streaming* yang sangat membantu konsumen dalam berbelanja. *Live streaming* sangat berpengaruh terhadap meningkatnya kepercayaan dan minat beli konsumen jika *live streaming* dilakukan dengan baik. Adapun tujuan penelitian ini yaitu untuk mengetahui bagaimana pengaruh *live streaming* dan sistem pembayaran *cash on delivery (cod)* terhadap minat beli konsumen muslim melalui kepercayaan pada aplikasi tiktok *shop*.

Metode yang digunakan dalam penelitian ini adalah metode analisis *Structural Equation Modeling-Partial Least Square (SEM-PLS)* menggunakan SmartPLS 4.0. Teknik pengumpulan data melalui kuesioner. Populasi dan sampel dalam penelitian ini adalah pengguna tiktok *shop* yang beragama islam sebanyak 117 responden. Analisis data dan uji hipotesis yang digunakan yaitu *outer model* dan *inner model*.

Berdasarkan hasil analisis data diperoleh: 1) *live streaming* berpengaruh terhadap kepercayaan 2) sistem pembayaran *cash on delivery (cod)* berpengaruh terhadap kepercayaan 3) *live streaming* berpengaruh terhadap minat beli 4) sistem pembayaran *cash on delivery (cod)* berpengaruh terhadap minat beli 5) kepercayaan berpengaruh terhadap minat beli 6) *live streaming* tidak berpengaruh terhadap minat beli melalui kepercayaan 7) sistem pembayaran *cash on delivery (cod)* tidak berpengaruh terhadap minat beli melalui kepercayaan.

**Kata kunci:** *Live Streaming, Cash on Delivery (Cod), Kepercayaan, Minat Beli.*

## **ABSTRACT**

***Siti Jamilah. 2023. The Influence of Live Streaming and Cash on Delivery (COD) Payment Systems on the Buying Interest of Muslim Consumers with Trust as an Intervening Variable in Tiktok Shop Application: Islamic Economics Study Program, Faculty of Islamic Religion, Siliwangi University.***

*Currently, there are many business people who develop their business in various ways, one of which is by setting a better marketing strategy. Accompanied by the development of sophisticated technology, business actors use information technology for marketing so that marketing can be comprehensive, for example selling their goods on the Tiktok shop application. Although marketing has been done very well, the increase in consumer buying interest to shop at the Tiktok shop is still said to be lacking. Based on studies on the TikTok Shop application, there has been a live streaming feature that really helps consumers in shopping. Live streaming is very influential on increasing consumer confidence and buying interest if live streaming is done well. The purpose of this study is to find out how the influence of live streaming and cash on delivery (COD) payment systems on the buying interest of Muslim consumers through trust in the TikTok Shop application.*

*The method used in this study is the Structural Equation Modeling-Partial Least Square (SEM-PLS) analysis method using SmartPLS 4.0. Data collection techniques through questionnaires. The population and sample in this study were TikTok shop users who were Muslims as many as 117 respondents. Data analysis and hypothesis testing used are outer model and inner model.*

*Based on the results of data analysis, it was obtained: 1) live streaming affects trust 2) cash on delivery (cod) payment system affects trust 3) live streaming affects buying interest 4) cash on delivery (cod) payment system affects buying interest 5) trust affects buying interest 6) live streaming does not affect buying interest through trust 7) The Cash On Delivery (COD) payment system has no effect on buying interest through trust.*

***Keywords:*** *Live Streaming, Cash on Delivery (COD), Trust, Buying Interest.*