THE STREAMER CREDIBILITY, HYPER-PERSONALIZATION, AND ONLINE CUSTOMER REVIEWS ON PERCEIVED VALUE THROUGH TIKTOK CONTENT AND LIVE STREAMING (A CASE STUDY ON GAMIS CRINKLE PRODUCTS)

ABSTRACT

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This study aims to examine the influence of Streamer Credibility, Hyper-Personalization, and Online Customer Reviews on Perceived Value through TikTok Content and Live Streaming. The research was conducted on active TikTok users who purchased Crinkle Gamis products from the account @xolovelyfransa using a quantitative approach. Samples were obtained through purposive sampling, with data collected using a Likert-scale questionnaire and analyzed through Structural Equation Modeling (SEM). The findings indicate that respondents generally perceive Streamer Credibility, Hyper-Personalization, Online Customer Reviews, as well as TikTok Content and Live Streaming in the very good category, while Perceived Value is categorized as good. Streamer Credibility, Hyper-Personalization, and Online Customer Reviews significantly influence Content and Live Streaming, which in turn mediate their effect on Perceived Value. Content and Live Streaming also have a direct positive impact on Perceived Value. The implications highlight that marketing strategies on TikTok become more effective when streamers maintain credibility, apply deep personalization, and encourage positive customer reviews. This is especially crucial for fashion products such as Crinkle Gamis to enhance consumers' perceived value and foster stronger loyalty.

Keywords: Streamer Credibility, Hyper-Personalization, Online Customer-Reviews, TikTok Content, TikTok Live Streaming, Perceived Value.

KREDIBILITAS *STREAMER*, *HYPER-PERSONALIZATION*, DAN ULASAN PELANGGAN *ONLINE* TERHADAP PERSEPSI NILAI MELALUI KONTEN DAN *LIVE STREAMING* TIKTOK
(Kasus pada Produk Gamis Crinkle)

ABSTRAK

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Penelitian ini bertujuan menguji pengaruh Kredibilitas Streamer, Hyper-Personalization, dan Ulasan Pelanggan Online terhadap Persepsi Nilai melalui Konten dan *Live Streaming* TikTok. Studi dilakukan pada pengguna aktif TikTok yang telah membeli produk Gamis Crinkle di akun @xolovelyfransa dengan metode kuantitatif. Sampel diperoleh melalui *purposive sampling*, instrumen berupa kuesioner skala *Likert*, dan analisis menggunakan *Structural Equation Modeling* (SEM). Hasil penelitian menunjukkan bahwa responden menilai Kredibilitas *Streamer*, *Hyper-Personalization*, Ulasan Pelanggan *Online*, serta Konten dan *Live Streaming* dalam kategori sangat baik, sedangkan Persepsi Nilai berada pada kategori baik. Kredibilitas *Streamer*, *Hyper-Personalization*, dan Ulasan Pelanggan *Online* berpengaruh positif dan signifikan terhadap Konten dan *Live Streaming* yang sekaligus memediasi pengaruhnya terhadap Persepsi Nilai. Konten dan *Live Streaming* juga terbukti berpengaruh langsung terhadap Persepsi Nilai. Implikasinya, strategi pemasaran melalui TikTok lebih efektif bila *streamer* menjaga kredibilitas, memanfaatkan personalisasi konten, dan mendorong ulasan positif. Hal ini penting bagi pemasar produk *fashion*, khususnya gamis crinkle, untuk meningkatkan nilai yang dirasakan konsumen sekaligus memperkuat loyalitas.

Kata Kunci: *Kredibilitas Streamer, Hyper-Personalization, Ulasan Pelanggan Online, Konten TikTok, Live Streaming TikTok, Persepsi Nilai.*