

ABSTRACT

The presence of TikTok Shop proves that TikTok is a social commerce tool. Apart from that, TikTok Shop live streaming feature is more chosen compared to other marketplaces. In addition, it is known that the growth of online loans in Indonesia will increase by 17% in December 2022, especially for the younger generation, aged < 19 years and 21-34 years. In fact, the average income of the younger generation is only around 2 million/month. Therefore, this research aims to measure how much influence media exposure (X1) and sales promotion (X2) of TikTok live streaming have on consumer behavior (Y) in generation Z. The theory in this research is the S-O-R (Stimulus - Organism - Response) theory. created by Houland. The method used in this research is a quantitative causality method with descriptive analysis techniques, multiple linear regression analysis, and partial and simultaneous hypothesis testing. The survey was conducted by distributing questionnaires to 400 respondents who were Generation Z active users of TikTok social media who had seen the TikTok Shop live streaming. The research results show that there is an influence of media exposure and TikTok Shop live streaming sales promotion on generation Z's consumer behavior, namely 42.6%.

Keywords : *Sales Promotion, Media Exposure, Consumtive Behavior, Live Streaming, TikTok Shop*