

ABSTRACT

Use of e-commerce with livestreaming feature on TikTok for trading activities increases the need to fulfill the consumer's satisfaction. Marketing communication strategy used by a company can affect consumer's satisfaction level. PT Luxury Cantika Indonesia or Luxcrime does trading through TikTok using its livestreaming and e-commerce features is a new research phenomenon. This research aims to gain knowledge and analyze the significance of marketing communication using theory from integrated marketing communication (advertising, personal selling, sales promotion, sponsorship marketing, public relations, and point of purchase). Luxcrime's TikTok account to e-satisfaction to its e-commerce. This research uses quantitative methods with probability sampling technique through simple random sampling. The sample for this research is 100 TikTok accounts that follows @luxcrime_id, calculated by Slovin formula. This research uses classical assumption test, simple regression analysis, and R square (determinant) as data analysis techniques. Result shows that the use of integrated marketing communication TikTok has significance on Luxcrime's TikTok Live e-commerce with significance value least than 0,05 (0,001) with coeficient value positive by 0,870. The use of integrated marketing communication TikTok has significance on Luxcrime's TikTok Live e-commerce with $t_{value} > t_{table}$ with the value of $8,480 > 1,661$.

Keywords: e-commerce, e-satisfaction, luxcrime, marketing communication, tiktok live