

ABSTRACT

The advancement of digital technology has significantly transformed consumer shopping behavior, particularly through the rise of live streaming on platforms such as TikTok Shop. Digital celebrities now play a pivotal role in driving consumers' purchase intentions by delivering engaging and interactive content. One notable figure is Syafira Haddad, who frequently promotes beauty products like Skintific. This study aims to examine the influence of perceptions toward Syafira Haddad as a digital celebrity on the intention to purchase Skintific products through Live TikTok Shop sessions, with social interaction serving as a mediating variable. A quantitative research approach was applied, using Partial Least Square–Structural Equation Modeling (PLS-SEM) for data analysis. Data were collected from 400 respondents residing in Bandung who had previously watched Syafira Haddad's live TikTok Shop sessions.

The findings reveal that perceptions of Syafira Haddad as a digital celebrity have a positive and significant impact on consumers' intention to purchase Skintific products via Live TikTok Shop, both directly and indirectly through social interaction. Social interaction was also found to significantly mediate the relationship, strengthening the effect of digital celebrity perception on shopping intention. These results highlight the importance of leveraging interactive live streaming strategies and engaging credible digital figures for product marketing, especially on platforms like TikTok Shop.

Keywords: *Perception of Digital Celebrities, Social Interaction, Live-Stream Shopping Intention, TikTok Shop, Skintific, Syafira Haddad.*