

GLOSSARY

User-Generated Content Content created by people based on their own experiences and shared with other users or businesses using a variety of various mediums such as texts, photographs, video recordings, sound recordings, blogs, testimonials, podcasts, and forums.

Information Quality The extent of how convincing an informative communication content is to a particular audience for them to evaluate aspects of goods or services that are available online, such as clarity, understandability, and sufficiency.

Perceived Credibility The extent to which information from a specific source of user-generated content is seen as credible, dependable, and convincing, and it serves as a major factor in promoting knowledge transfer across entities.

Perceived Benefit The utility to which a customer feels that a specific usage would improve his or her performance in which usually understood through delivery of the user-generated content.

TikTok A social platform that allows its users to publish videos with duration of maximum 10 minutes with various features such as video editing, filters, sounds, stitch, duet, live, etc. which makes the users to easily collaborate.

TikTok Shop An e-commerce directly inside TikTok, that allows sellers to showcase their products in the social platform and promote those products with various TikTok features.

TikTok Affiliates

TikTok users as creators that help TikTok sellers in promoting products through the creators' content, where in turn the creators can earn commission from every purchase through their personalized link or "yellow cart".

SmartPLS

A software application for conducting variance-based structural equation modeling (SEM). It employs the partial least squares (PLS) path modeling technique and has the capability to estimate models using various algorithms, including basic PLS-SEM, weighted PLS-SEM (WPLS), consistent PLS-SEM (PLSc-SEM), and sum scores regression. This software allows users to analyze data and derive meaningful insights from their models.

Attitude

A person's generally constant assessments, emotions, and dispositions toward a thing or a concept, whether they like it or dislike it.

Purchase Decision

How people, groups, and organizations select, acquire, utilize, and tailor products, services, concepts, or experiences to meet their own wants and preferences.

APPENDIX

Appendix A – Questionnaire Result

| No Respondent | Information Quality | | | Perceived Credibility | | | | Perceived Benefit | | |
|---------------|---------------------|------|------|-----------------------|------|------|------|-------------------|------|------|
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| No Respondent | Information Quality | | | Perceived Credibility | | | | Perceived Benefit | | |
|---------------|---------------------|------|------|-----------------------|------|------|------|-------------------|------|------|
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| No Respondent | Information Quality | | | Perceived Credibility | | | | Perceived Benefit | | |
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| No Respondent | Information Quality | | | Perceived Credibility | | | | Perceived Benefit | | |
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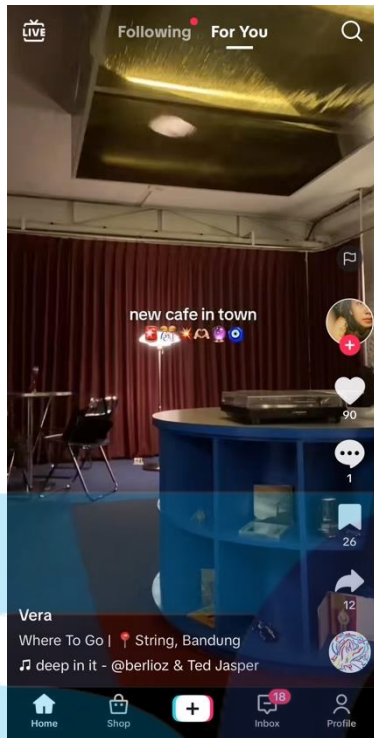
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| No Respondent | Attitude | | | | Purchase Decision | | |
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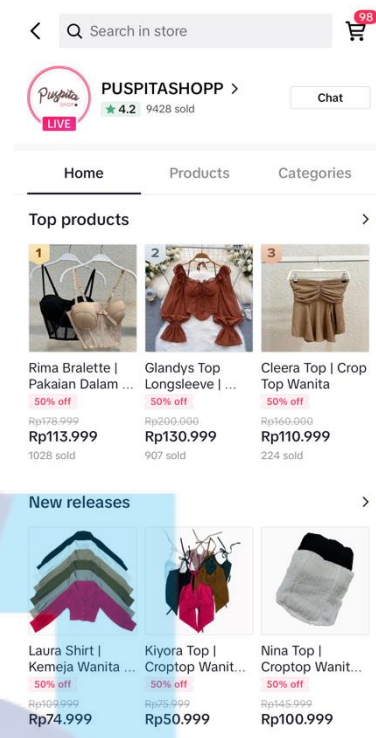
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| 140 | 4 | 4 | 4 | 5 | 5 | 4 | 2 |
| 141 | 4 | 5 | 5 | 4 | 4 | 4 | 1 |
| 142 | 4 | 4 | 5 | 5 | 5 | 4 | 1 |
| 143 | 5 | 5 | 5 | 4 | 4 | 4 | 1 |
| 144 | 4 | 4 | 5 | 4 | 5 | 4 | 1 |
| 145 | 5 | 4 | 5 | 5 | 4 | 4 | 1 |
| 146 | 4 | 5 | 5 | 4 | 4 | 4 | 1 |
| 147 | 4 | 4 | 4 | 5 | 5 | 4 | 1 |
| 148 | 5 | 4 | 5 | 4 | 5 | 4 | 2 |
| 149 | 4 | 5 | 5 | 5 | 4 | 4 | 1 |
| 150 | 4 | 4 | 4 | 4 | 5 | 5 | 5 |
| 151 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 152 | 5 | 5 | 5 | 4 | 5 | 5 | 3 |
| 153 | 4 | 5 | 5 | 4 | 4 | 5 | 3 |
| 154 | 4 | 4 | 4 | 5 | 5 | 4 | 4 |
| 155 | 5 | 5 | 5 | 5 | 3 | 3 | 4 |
| 156 | 4 | 4 | 4 | 4 | 5 | 5 | 4 |
| 157 | 5 | 5 | 5 | 5 | 4 | 5 | 3 |
| 158 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 159 | 4 | 4 | 4 | 5 | 5 | 4 | 3 |
| 160 | 5 | 5 | 5 | 5 | 5 | 4 | 5 |
| 161 | 5 | 4 | 5 | 5 | 5 | 5 | 5 |
| 162 | 4 | 2 | 2 | 2 | 4 | 2 | 2 |
| 163 | 4 | 4 | 4 | 4 | 5 | 3 | 4 |
| 164 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 165 | 4 | 4 | 4 | 5 | 4 | 4 | 5 |
| 166 | 4 | 4 | 4 | 4 | 3 | 3 | 4 |
| 167 | 5 | 4 | 3 | 4 | 4 | 4 | 4 |
| 168 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 169 | 4 | 5 | 4 | 5 | 5 | 4 | 4 |
| 170 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |

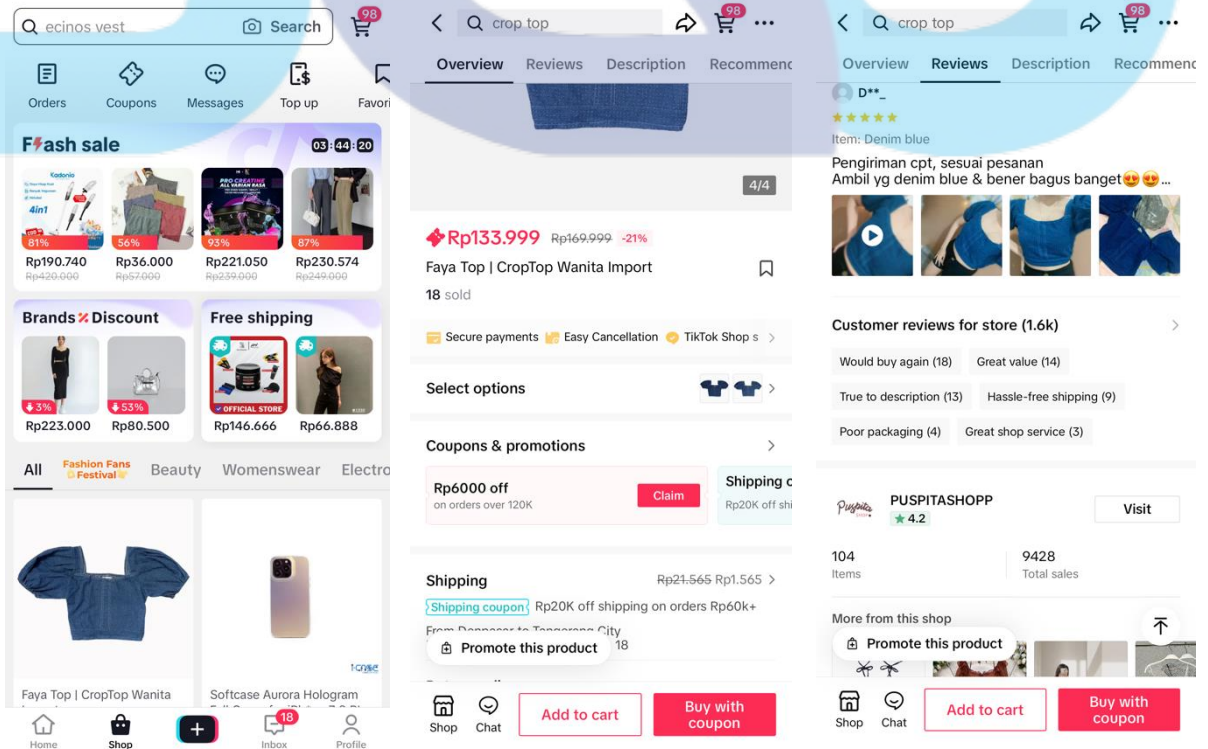
Appendix B – TikTok Home Page



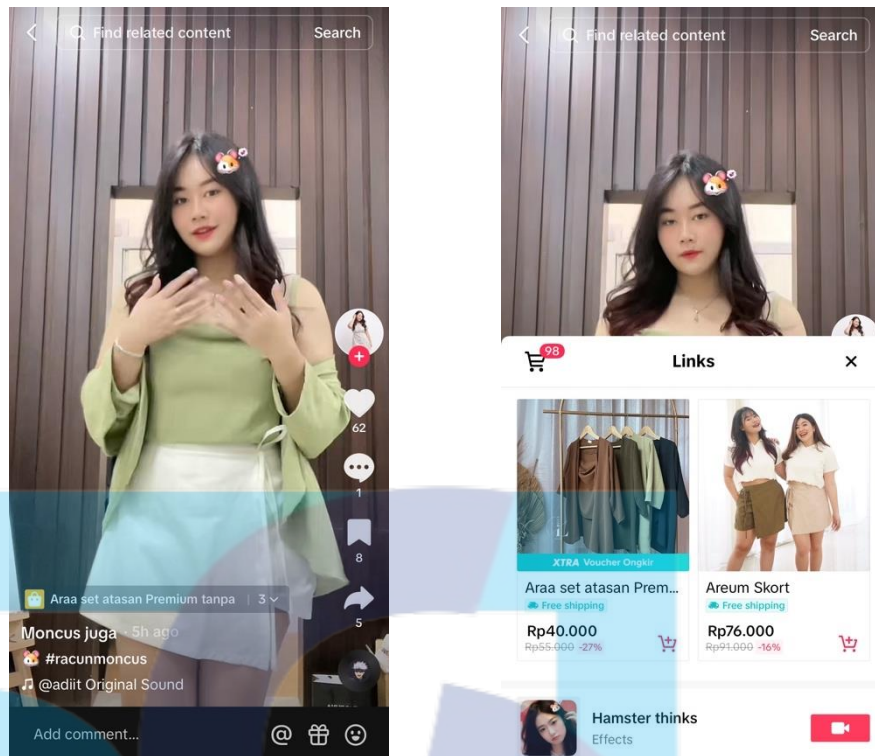
Appendix C – TikTok Seller Page



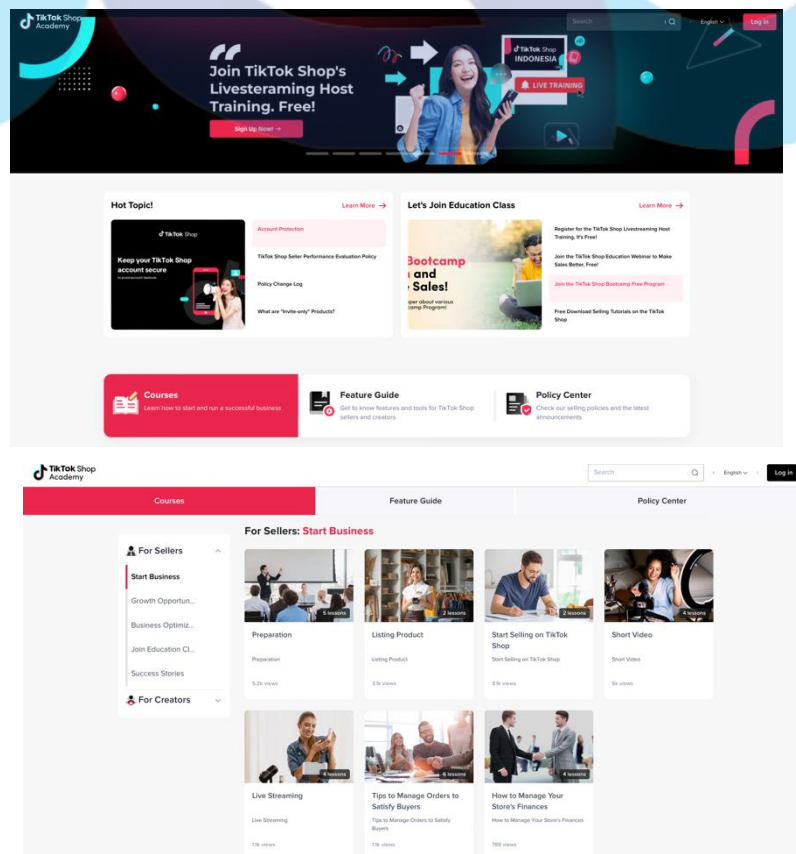
Appendix D – TikTok Shop



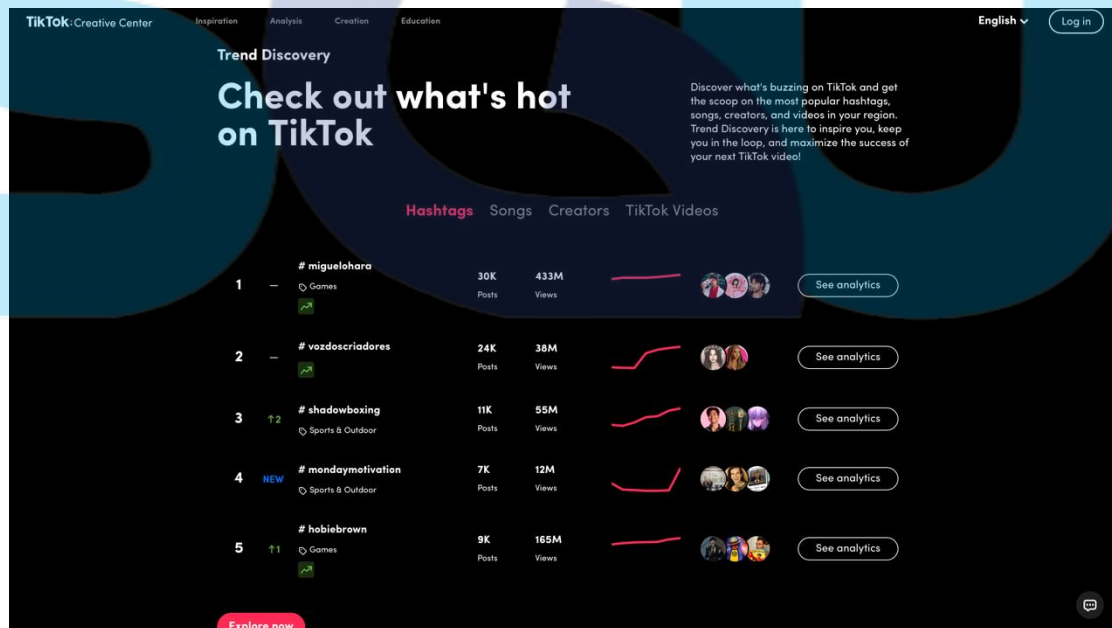
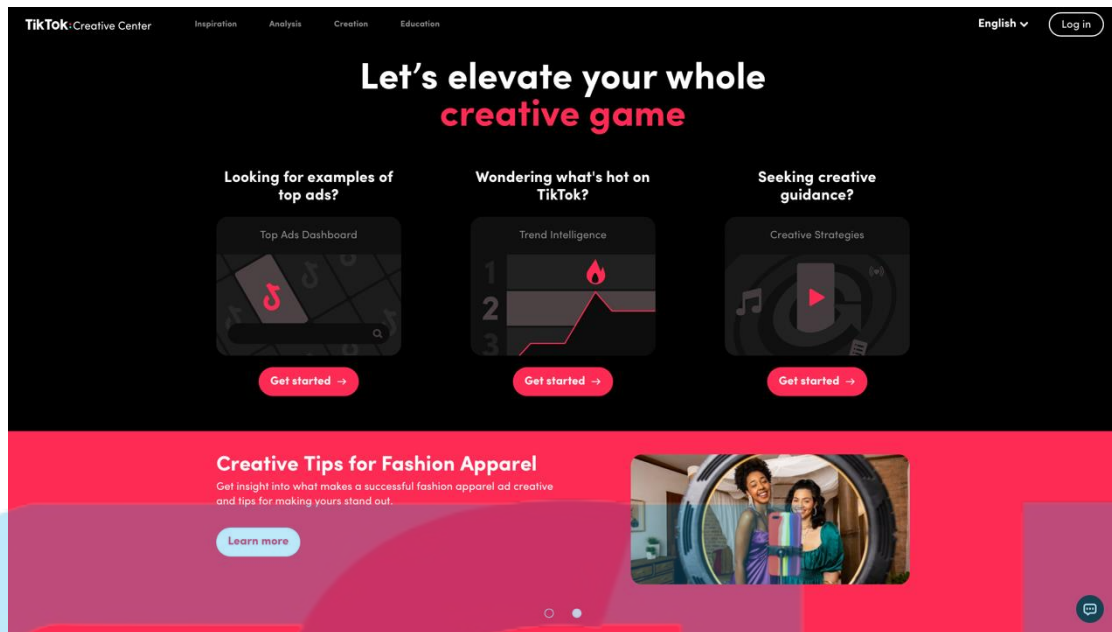
Appendix E – TikTok Affiliates’ Content



Appendix F – TikTok Shop Academy



Appendix G – TikTok Creative Center



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CURRICULUM VITAE

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A creative, collaborative and analytical business student with marketing concentration. Always have an entrepreneurial spirit with product management and marketing interests. Experienced in product management, project assistance, social media and B2B marketing.

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Educational Background

Swiss German University

8th semester undergraduate in Business & Management, Marketing Concentration.
Semester abroad in Fachhochschule Südwestfalen
Cumulative GPA of 3.96/4.00

Work Experience

Product Global Management Intern

BASF NUTRITION & CARE GmbH, GERMANY
March to July 2022
Create & update B2B Marketing materials.
Execute market research & competition mapping.
Update & analyze product portfolio.

Enterprise Task Force Intern

AXIATA DIGITAL SERVICES INDONESIA
November 2020 to January 2021
Assist in project launch and management for Dunkin Donut, LinkAja & Paxel.
Manage 50+ FMCG B2B customer database and approach potential B2B clients.

Founder

B FOR BITE
2019 to 2021
Reached 100+ product sales in a month and 50+ product sales in seasonal packages.
Organize production, manage product packages, product launches.
Execute digital marketing through Facebook ads.
Manage KOL for endorsements.

Achievement

National Business Plan Competition UNY

2ND WINNER OF FASHION CATEGORY
Propose business plan & present business pitching for Multifunction bag "Carpe Diem"

Best Grade Scholarship

SCHOLARSHIP GRANT
Scholarship granted for students with the highest GPA in a study program

Organizational Experience

Head of Art Division

SGU STUDENT BOARD OF EXECUTIVES
2020 to 2021
Manage art division events planning & execution.
Become head of event division in Orientation Week 2021.

Head of Event Division

INTERNATIONAL BUSINESS ENTREPRENEURSHIP FESTIVAL
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- Digital marketing, B2B marketing, Market research, Product management