

The Impact of Influencer, Content Marketing and Live Streaming on Purchase Decisions for Skintific Product on The TikTokShop Application

ABSTRACT

This study aims to investigate the partial and simultaneous effects of influencers, content marketing, and live streaming on the purchase decisions for Skintific products on the TikTokShop application. The research employs a survey method involving 100 university students as respondents. Data collection was conducted using a questionnaire, and data analysis involved validity and reliability tests, classical assumption tests, multiple linear regression analysis, t-tests, F-tests, and the coefficient of determination (R^2), all processed using SPSS software. The results indicate that the influencer variable has a positive and significant effect on purchase decisions for Skintific products, as evidenced by a t-value of 16.60, which exceeds the critical t-value of 3.583. The content marketing variable also shows a significant and positive impact on purchase decisions, with a t-value of 16.60 surpassing the critical t-value of 13.401. Similarly, the live streaming variable demonstrates a positive and significant effect on purchase decisions, supported by a t-value of 16.60 exceeding the critical t-value of 2.266. The F-test results indicate that, simultaneously, influencers, content marketing, and live streaming collectively influence purchase decisions for Skintific products, with an F-value of 260.379, which is greater than the critical F-value of 2.14. The adjusted R^2 value is 0.887 or 88%.

Keyword : Influencer, Content Marketing, Live Streaming and Purchasing Decisions

Pengaruh *Influencer*, *Content Marketing* dan *Live Streaming* Terhadap Keputusan Pembelian Produk Skintific pada Aplikasi TikTokShop

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *influencer*, *content marketing* dan *live streaming* secara parsial dan simultan terhadap Keputusan pembelian produk skintific pada aplikasi TikTokShop. Penelitian ini menggunakan metode Survei dengan 100 mahasiswa. Teknik pengumpulan data menggunakan metode Kuesioner (angket) . pengolahan data menggunakan uji validitas, reabilitas, uji asumsi klasik, analisis regresi linier berganda, uji T, uji F serta koefisien determinasi (R^2) yang diolah menggunakan SPSS. Hasil penelitian ini menunjukkan bahwa variabel *influencer* berpengaruh positif dan signifikan terhadap Keputusan pembelian pada produk skintific di buktikan dengan $t_{hitung} 1660 > t_{tabel} 3,583$. Variabel *content marketing* berpengaruh signifikan dan positif terhadap Keputusan pembelian pada produk skintific yang dibuktikan dengan hasil $t_{hitung} 1660 > t_{tabel} 13,401$. Variabel *live streaming* berpengaruh positif dan signifikan terhadap Keputusan pembelian pada produk skintific yang dibuktikan dengan hasil $t_{hitung} 1660 > t_{tabel} 2,266$. Hasil uji F secara simultan variabel *influencer*, *content marketing* dan *live streaming* berpengaruh secara bersama-sama sebesar $260,379 > f_{tabel} (2,14)$ terhadap Keputusan pembelian pada produk skintific. Hasil *adjusted square* sebesar 0,887 atau 88%.

Kata Kunci : *Influencer*, *Content Marketing*, *Live Streaming* dan Keputusan pembel