

The influence of live streaming, online customer reviews and influencer marketing on consumer buying interest in the TikTok Shop application. (Case study of students at Darul Ulum Lamongan Islamic University). Sekar Nining Tyas P, Ali Muhajir, Ariefah Sundari, 2024, Prodi Manajemen, Fakultas Ekonomi Universitas Islam Darul ‘Ulum Lamongan.

ABSTRACT

This research aims to determine the influence of live streaming, online customer reviews and influencer marketing on consumer buying interest in the TikTok Shop application. This research was conducted at the Darul Ulum Lamongan Islamic University involving 98 students as respondents. This research uses the Purposive Sampling method. The research was carried out with partial tests and simultaneous tests using SPSS 26. The results of the coefficient of determination test based on the R Square value show that live streaming, online customer reviews and influencer marketing on consumer buying interest are 42.6%. From the analysis results obtained, the partial test results of the live streaming variable have a positive and significant influence on consumer buying interest with $t_{count} (3.212) > t_{table} (1.660)$ with $sig\ 0.002 < 0,05$. The online customer review variable has no effect on consumer buying interest with $t_{count} (1.023) < t_{table} (1.660)$ with $sig\ 0.309 > 0.05$. The influencer marketing variable has a positive and significant influence on consumer buying interest with $t_{count} (4.704) > t_{table} (1.660)$ with $sig\ 0.000 < 0.05$. Based on the simultaneous F test, it can be seen that $F_{count} (23.507) > F_{table} (2.70)$. It can be stated that simultaneously live streaming, online customer reviews and influencer marketing influence consumer buying interest.

Keywords: live streaming, customer online reviews, influencer marketing, purchase interest.

Pengaruh *live streaming*, *online review customer* dan *influencer marketing* terhadap minat beli konsumen pada aplikasi tiktok shop. (Studi kasus pada Mahasiswa di Universitas Islam Darul ulum Lamongan). Sekar Nining Tyas P, Ali Muhajir, Ariefah Sundari, 2024, Prodi Manajemen, Fakultas Ekonomi Universitas Islam Darul ‘Ulum Lamongan.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *live streaming*, *online review customer* dan *influencer marketing* terhadap minat beli konsumen pada aplikasi tiktok shop. Penelitian ini dilakukan di universitas islam darul ulum lamongan dengan melibatkan 98 mahasiswa sebagai responden. Penelitian ini menggunakan metode Purposive Sampling. Penelitian dilakukan dengan uji parsial dan uji simultan menggunakan SPSS 26. Hasil uji koefisien determinasi berdasarkan nilai R Square bahwa *live streaming*, *online review customer* dan *influencer marketing* terhadap minat beli konsumen sebesar 42,6%. Dari hasil analisis yang di dapat hasil uji t parsial variabel *live streaming* memiliki pengaruh yang positif dan signifikan terhadap minat beli konsumen dengan $t_{hitung} (3,212) > t_{tabel} (1,660)$ dengan sig $0,002 < 0,05$. Variabel *online review customer* tidak berpengaruh terhadap minat beli konsumen dengan $t_{hitung} (1,023) < t_{tabel} (1,660)$ dengan sig $0,309 > 0,05$. Variabel *influencer marketing* memiliki pengaruh positif dan signifikan terhadap minat beli konsumen dengan $t_{hitung} (4,704) > t_{tabel} (1,660)$ dengan sig $0,000 < 0,05$. Berdasarkan uji F simultan, terlihat bahwa $F_{hitung} (23,507) > F_{tabel} (2,70)$. Dapat dinyatakan bahwa secara simultan *live streaming*, *online review customer* dan *influencer marketing* berpengaruh terhadap minat beli konsumen.

Kata kunci: *live streaming*, *online review customer*, *influencer marketing*, minat beli.