

The Effect of Promotions, Fashion Trends and Lifestyle on Purchasing Decisions for Tiktok Shop Fashion Products among Unisda Lamongan Faculty of Economics Students, Vella Sufa Habibah, Miftahul Huda, Fathur Rozi, 2024, Prodi Manajemen, Fakultas Ekonomi Universitas Islam Darul ‘Ulum Lamongan.

ABSTRACT

This research aims to determine the influence of promotions, fashion trends and lifestyle on purchasing decisions for TikTok shop fashion products among Unisda economics faculty students. This research was conducted at Darul 'Ulum Lamongan Islamic University with an economics faculty population of 1,261 students, but this research used a sample of 93 students which was calculated using the Slovin formula. This research uses quantitative methods, which are processed with SPSS 26 to analyze several hypotheses between promotions, fashion trends and lifestyles partially and simultaneously influencing purchasing decisions and it is suspected that promotional variables have the most dominant influence on purchasing decisions.

The results of the analysis show that: (1). From the results of the t test, it is obtained that $t \text{ count} > t \text{ table}$ with a promotion value (X1) of $9.420 > 1.662$. Fashion trend (X2) $6.247 > 1.662$. Lifestyle (X3) $4.989 > 1.662$. (2). From the results of the f test, it is obtained that $f \text{ count} > f \text{ table}$ with a value of $43.750 > 2.71$. So the hypothesis is accepted, which means there is a partial and simultaneous influence between promotions, fashion trends and lifestyle on purchasing decisions. From the analysis results, the promotional variable (X1) has the most dominant influence on purchasing decisions.

From the results of this analysis, it is recommended that TikTok Shop apply the influence of promotions, fashion trends and lifestyle on purchasing decisions for TikTok Shop fashion products so that in the future TikTok Shop will have increasingly improved marketing quality.

Keywords: Promotion, Fashion Trends, Lifestyle and Purchasing Decisions

Pengaruh Promosi, Trend Fashion dan Gaya Hidup Terhadap Keputusan Pembelian Produk Fashion Tiktok Shop Pada Mahasiswa Fakultas Ekonomi Unisda Lamongan, Vella Sufa Habibah, Miftahul Huda, Fathur Rozi, 2024, Prodi Manajemen, Fakultas Ekonomi Universitas Islam Darul ‘Ulum Lamongan.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh promosi, trend fashion dan gaya hidup terhadap keputusan pembelian produk fashion tiktok shop pada mahasiswa fakultas ekonomi Unisda. Penelitian ini dilakukan di Universitas Islam Darul ‘Ulum Lamongan dengan populasi fakultas ekonomi 1.261 mahasiswa, namun penelitian ini menggunakan sampel 93 mahasiswa yang di hitung dengan rumus slovin. Penelitian ini menggunakan metode kuantitatif, yang diolah dengan SPSS 26 untuk menganalisis beberapa hipotesis antara promosi, trend fashion dan gaya hidup berpengaruh secara parsial dan simultan terhadap keputusan pembelian serta diduga variabel promosi berpengaruh paling dominan terhadap keputusan pembelian.

Hasil analisis menunjukkan bahwa : (1). Dari hasil uji t diperoleh t hitung $>$ t tabel dengan nilai promosi (X1) $9,420 > 1,662$. Trend fashion (X2) $6,247 > 1,662$. Gaya hidup (X3) $4,989 > 1,662$. (2). Dari hasil uji f diperoleh f hitung $>$ f tabel dengan nilai $43,750 > 2,71$. Maka hipotesis diterima, yang berarti ada pengaruh secara parsial dan simultan antara promosi, trend fashion dan gaya hidup terhadap keputusan pembelian. Dari hasil analisis variabel promosi (X1) berpengaruh paling dominan terhadap keputusan pembelian.

Dari hasil analisis tersebut disarankan tiktok shop menerapkan pengaruh promosi, trend fashion dan gaya hidup terhadap keputusan pembelian produk fashion tiktok shop agar kedepannya tiktok shop memiliki kualitas pemasaran semakin meningkat.

Kata kunci : Promosi, Trend Fashion, Gaya Hidup dan Keputusan Pembelian