

ABSTRAK

Pengaruh Lifestyle dan Diskon TikTok Shop terhadap Minat Beli Generasi Z di Kota Kediri

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Perkembangan teknologi digital dan media sosial telah mengubah pola konsumsi generasi muda, khususnya Generasi Z, yang semakin menjadikan produk sebagai sarana ekspresi gaya hidup (lifestyle) sekaligus dipengaruhi oleh strategi promosi seperti diskon di platform *social commerce*, salah satunya TikTok Shop. Fenomena ini menjadi menarik untuk dikaji di Kota Kediri, mengingat tingginya penetrasi penggunaan media sosial dan aktivitas belanja daring di kalangan Generasi Z di kota tersebut. Penelitian ini bertujuan untuk mengetahui pengaruh lifestyle terhadap minat beli Generasi Z di Kota Kediri, mengetahui pengaruh diskon TikTok Shop terhadap minat beli Generasi Z di Kota Kediri, serta mengetahui pengaruh lifestyle dan diskon TikTok Shop secara simultan terhadap minat beli Generasi Z di Kota Kediri. Penelitian ini menggunakan metode kuantitatif dengan pendekatan *explanatory research*. Sampel penelitian ditentukan menggunakan rumus Lemeshow dengan tingkat kesalahan 10%, sehingga diperoleh jumlah responden minimal sebanyak 96 orang Generasi Z berusia 16-28 tahun yang berdomisili di Kota Kediri dan aktif menggunakan TikTok Shop. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa lifestyle berpengaruh positif dan signifikan terhadap minat beli Generasi Z di Kota Kediri, diskon TikTok Shop berpengaruh positif dan signifikan terhadap minat beli Generasi Z di Kota Kediri, serta lifestyle dan diskon TikTok Shop secara simultan berpengaruh positif dan signifikan terhadap minat beli Generasi Z di Kota Kediri. Hasil penelitian ini diharapkan dapat menjadi acuan bagi pelaku bisnis dalam menyusun strategi promosi dan produk yang sesuai dengan gaya hidup konsumen muda.

Kata Kunci: *Lifestyle, Diskon, Minat Beli, Generasi Z, TikTok Shop.*

ABSTRACT

The Influence of Lifestyle and TikTok Shop Discounts on Generation Z's Purchase Intention in Kediri City

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The evolution of digital technology and social media has transformed the consumption patterns of the younger generation—particularly Generation Z—who increasingly view products as a means of lifestyle expression while also being influenced by promotional strategies such as discounts on social commerce platforms like TikTok Shop. This phenomenon is particularly interesting to study in Kediri City, given the high penetration of social media usage and online shopping activity among Generation Z in the area. This study aims to determine the influence of lifestyle on Generation Z's purchase intention in Kediri City, the influence of TikTok Shop discounts on their purchase intention, and the simultaneous influence of both lifestyle and TikTok Shop discounts on their purchase intention. A quantitative method with an explanatory research approach was employed. The sample size was determined using the Lemeshow formula with a 10% margin of error, resulting in a minimum of 96 respondents—Generation Z individuals aged 16-28 residing in Kediri City who actively use TikTok Shop. Data were collected via questionnaires and analyzed using multiple linear regression. The results indicate that lifestyle has a positive and significant effect on Generation Z's purchase intention in Kediri City, TikTok Shop discounts have a positive and significant effect on their purchase intention, and lifestyle and TikTok Shop discounts simultaneously exert a positive and significant influence on their purchase intention. These findings are expected to serve as a reference for business practitioners in formulating promotional strategies and product offerings that align with the lifestyles of young consumers.

Keywords: *Lifestyle, Discounts, Purchase Intention, Generation Z, TikTok Shop.*