

ABSTRAK

PENGARUH *INFLUENCER MARKETING* DAN *LIVE STREAMING SHOPPING* TERHADAP KEPUTUSAN PEMBELIAN PRODUK *FASHION* PADA *TIKTOK SHOP* DI KABUPATEN KEDIRI

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Peningkatan penggunaan *tiktok shop* sebagai *platform e-commerce* mendorong perubahan perilaku konsumen dalam membeli produk *fashion*. Penelitian ini menguji pengaruh *influencer marketing* dan *live streaming shopping* terhadap keputusan pembelian produk *fashion* di *tiktok shop* Kabupaten Kediri. Menggunakan pendekatan kuantitatif eksplanatori, penelitian ini melibatkan 90 responden yang dipilih dengan *purposive sampling*. Data dianalisis menggunakan regresi linear berganda. Hasil penelitian menunjukkan bahwa kedua variabel tersebut berpengaruh positif dan signifikan: *influencer marketing* koefisien 0,431, $p < 0,05$ dan *live streaming shopping* koefisien 0,321, $p < 0,05$ secara simultan menjelaskan 67% variasi dalam keputusan pembelian $R^2 = 0,670$. Temuan ini memberikan kontribusi pada pemahaman tentang pemasaran digital dan perilaku konsumen di *platform* media sosial, dengan menunjukkan bahwa strategi pemasaran berbasis digital ini dapat meningkatkan keputusan pembelian produk *fashion* secara signifikan.

Kata kunci: *Influencer Marketing*, *Live Streaming Shopping*, Keputusan Pembelian, *TikTok Shop*, Produk *Fashion*

ABSTRACT

THE EFFECT OF INFLUENCER MARKETING AND LIVE STREAMING SHOPPING ON FASHION PRODUCT PURCHASE DECISIONS ON TIKTOK SHOP IN KEDIRI REGENCY

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The increasing use of TikTok Shop as an e-commerce Platform is driving changes in consumer behavior regarding the purchase of Fashion products. This study examines the influence of Influencer Marketing and live-streaming shopping on Fashion product Purchase Decisions on TikTok Shop in Kediri Regency. Using an explanatory quantitative approach, this study involved 90 respondents selected through purposive sampling. The data were analyzed using multiple linear regression. The results indicate that both variables have a positive and significant effect: Influencer Marketing coefficient 0.431, $p < 0.05$ and Live Streaming Shopping coefficient 0.321, $p < 0.0$) together explain 67% of the variation in purchasing decisions $R^2 = 0.670$. These findings contribute to the understanding of digital marketing and consumer behavior on Social Media Platforms, demonstrating that these digital marketing strategies can significantly enhance Fashion product Purchase Decisions.

Keywords: Influencer Marketing, Live Streaming Shopping, Purchase Decision, TikTok Shop, Fashion Products