

ABSTRAK

Pengaruh *Live Streaming* TikTok dan Harga terhadap Minat Beli Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Kadiri Pada Produk Pakaian *Thrift*

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Abstrak. Perkembangan media sosial TikTok telah dimanfaatkan sebagai sarana pemasaran melalui fitur *Live Streaming* yang didukung dengan penetapan harga yang sesuai sehingga mampu meningkatkan minat beli konsumen. Penelitian ini bertujuan untuk mengetahui pengaruh *Live Streaming* TikTok dan Harga terhadap Minat Beli mahasiswa Fakultas Ekonomi dan Bisnis Universitas Kadiri pada produk pakaian *thrift*. Penelitian ini menggunakan metode kuantitatif. Teknik pengambilan sampel menggunakan purposive sampling dengan jumlah sampel sebanyak 92 responden. Analisis data dilakukan menggunakan IBM SPSS Statistics Versi 27. Hasil penelitian menunjukkan bahwa (1) *Live Streaming* TikTok berpengaruh positif dan signifikan terhadap Minat Beli, (2) Harga berpengaruh positif dan signifikan terhadap Minat Beli, dan (3) *Live Streaming* TikTok dan Harga secara simultan berpengaruh positif dan signifikan terhadap Minat Beli mahasiswa Fakultas Ekonomi dan Bisnis Universitas Kadiri pada produk pakaian *thrift*.

Kata kunci: *Live Streaming* TikTok, Harga, Minat Beli.

ABSTRACT

The Influence of TikTok Live Streaming and Price on the Purchase Intention of Faculty of Economics and Business Students at Kadiri University Regarding Thrifted Clothing Products

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Abstract. *The development of TikTok as a social media platform has been widely utilized as a marketing medium through its Live Streaming feature, supported by appropriate pricing strategies to increase consumers' purchase intention. This study aims to determine the effect of TikTok Live Streaming and Price on the Purchase Intention of students of the Faculty of Economics and Business, Universitas Kadiri, toward thrift clothing products. This research employed a quantitative method. The sampling technique used was purposive sampling, involving 92 respondents. Data were analyzed using IBM SPSS Statistics Version 27. The results show that (1) TikTok Live Streaming has a positive and significant effect on Purchase Intention, (2) Price has a positive and significant effect on Purchase Intention, and (3) TikTok Live Streaming and Price simultaneously have a positive and significant effect on the Purchase Intention of students of the Faculty of Economics and Business, Universitas Kadiri, toward thrift clothing products.*

Keywords: *TikTok Live Streaming, Price, Purchase Intention.*