

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh live streaming TikTok dan influencer marketing terhadap keputusan pembelian produk skincare Skintific dengan dimediasi oleh brand awareness. Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan survei melalui kuesioner online yang disebarakan kepada 100 responden pengguna TikTok di Sleman, Yogyakarta. Analisis data dilakukan dengan metode Structural Equation Modeling (SEM) berbasis Partial Least Square (PLS). Hasil penelitian menunjukkan bahwa live streaming TikTok berpengaruh positif dan signifikan terhadap *buying decision* dan *brand awareness*. Influencer marketing juga terbukti berpengaruh positif dan signifikan terhadap brand awareness maupun keputusan pembelian. Selain itu, brand awareness berpengaruh positif terhadap keputusan pembelian dan memediasi pengaruh live streaming serta influencer marketing terhadap keputusan pembelian. Temuan ini menegaskan pentingnya strategi pemasaran digital interaktif melalui live streaming dan dukungan influencer dalam membangun kesadaran merek untuk mendorong keputusan pembelian konsumen. Hasil penelitian diharapkan dapat menjadi masukan praktis bagi Skintific maupun pelaku industri skincare lainnya dalam merancang kampanye pemasaran digital yang relevan dengan perilaku konsumen generasi digital saat ini.

Kata Kunci: *Live Streaming, Influencer Marketing, Brand Awareness, Buying decesion, Skintific.*

ABSTRACT

This study aims to examine the effect of TikTok live streaming and influencer marketing on purchase decisions for Skintific skincare products, with brand awareness serving as a mediating variable. A quantitative research method was employed, utilizing a survey approach through an online questionnaire distributed to 100 TikTok users in Sleman, Yogyakarta. The data were analyzed using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach. The findings indicate that TikTok live streaming has a positive and significant influence on both purchase decisions and brand awareness. Influencer marketing was also found to have a positive and significant effect on brand awareness as well as on purchase decisions. Moreover, brand awareness positively affects purchase decisions and mediates the influence of live streaming and influencer marketing on purchase decisions. These results underscore the importance of interactive digital marketing strategies through live streaming and influencer endorsements in enhancing brand awareness to drive consumer purchase decisions. The outcomes of this research are expected to provide practical insights for Skintific and other skincare industry stakeholders in developing digital marketing campaigns that are relevant to the consumption patterns of today's digital generation.

Keywords: *Live Streaming, Influencer Marketing, Brand Awareness, Buying Decision, Skintific.*