

**PENGARUH *LIVE STREAMING*, *BRAND AMBASSADOR*, DAN
PRICE DISCOUNT TERHADAP KEPUTUSAN PEMBELIAN
PRODUK *SKINCARE KAHF* PADA APLIKASI
TIKTOK SHOP DI YOGYAKARTA**

Muhammad Ezra Rajendra Saputa

NIM. 141210307

Program Studi Manajemen

Fakultas Ekonomi dan Bisnis UPN “Veteran” Yogyakarta

ezrarajendra1303@gmail.com

ABSTRAK

Penelitian ini membahas mengenai pengaruh *live streaming*, *brand ambassador*, dan *price discount* terhadap keputusan pembelian produk *skincare kahf* pada aplikasi *tiktok shop* di yogyakarta. Data pada penelitian ini diambil dengan menggunakan pendekatan kuantitatif dengan metode kuesioner. Data yang digunakan adalah data primer dari jawaban responden sebanyak 100 konsumen *skincare Kahf* pada aplikasi *tiktok shop* di Yoyakarta dengan teknik purposive sampling. Pengumpulan data dihitung dengan menggunakan skala likert dan kemudian dianalisis menggunakan Regresi Linear Berganda pada software IBM SPSS. Hasil penelitian menunjukkan bahwa: 1) *live streaming*, *brand ambassador*, dan *price discount* secara simultan berpengaruh signifikan terhadap keputusan pembelian produk *skincare Kahf* pada Aplikasi *Tiktok shop* di Yogyakarta, 2) *live streaming* secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian produk *skincare Kahf* pada Aplikasi *Tiktok shop* di Yogyakarta, 3) *brand ambassador* secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian produk *skincare Kahf* pada Aplikasi *Tiktok shop* di Yogyakarta, 4) *price discount* secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian produk *skincare Kahf* pada Aplikasi *Tiktok shop* di Yogyakarta.

Kata Kunci: *Live streaming*, *Brand ambassador*, *Price discount*, keputusan pembelian

THE EFFECT OF LIVE STREAMING, BRAND AMBASSADOR, AND PRICE DISCOUNT ON THE PURCHASE DECISION OF KAHF SKINCARE PRODUCTS ON THE TIKTOK SHOP APPLICATION IN YOGYAKARTA

Muhammad Ezra Rajendra Saputa

141210307

Management Study Program

Faculty of Economics and Business UPN “Veteran” Yogyakarta

ezrarajendra1303@gmail.com

ABSTRACT

This study discusses the influence of live streaming, brand ambassadors, and price discounts on purchasing decisions for Kahf skincare products on the Tiktok shop application in Yogyakarta. The data in this study were taken using a quantitative approach with a questionnaire method. The data used are primary data from the answers of 100 Kahf skincare consumers on the Tiktok shop application in Yogyakarta with a purposive sampling technique. Data collection was calculated using a Likert scale and then analyzed using Multiple Linear Regression on IBM SPSS software. The results of the study indicate that: 1) live streaming, brand ambassadors, and price discounts simultaneously have a significant effect on purchasing decisions for Kahf skincare products on the Tiktok shop Application in Yogyakarta, 2) live streaming partially has a positive and significant effect on purchasing decisions for Kahf skincare products on the Tiktok shop Application in Yogyakarta, 3) brand ambassadors partially have a positive and significant effect on purchasing decisions for Kahf skincare products on the Tiktok shop Application in Yogyakarta, 4) price discounts partially have a positive and significant effect on purchasing decisions for Kahf skincare products on the Tiktok shop Application in Yogyakarta.

Keywords: live streaming, brand ambassadors, price discounts, purchasing decisions