

ABSTRACT

THE INFLUENCE OF PERCEIVED ENJOYMENT, PROMOTIONAL URGENCY, AND CONSUMER TRUST ON PURCHASE DECISION OF WHITELAB VIA TIKTOK LIVE IN YOGYAKARTA

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Live streaming commerce, an innovation in digital marketing that combines entertainment with live commerce, has emerged as a result of the development of social media. TikTok Live has become popular due to its ability to create an interactive, emotional, and real-time shopping experience. The purpose of this study is to investigate how perceived enjoyment, promotional urgency, and consumer trust affect consumers' decisions to purchase Whitelab skincare products promoted in Yogyakarta via TikTok Live. This study employs a quantitative approach, utilizing a survey method and a purposive non-probability sampling technique, with 150 respondents who have decided to purchase the product. The data were analyzed using PLS-SEM with SmartPLS 3.3.2 software. The results showed that the three independent variables had a positive and significant impact on purchase decisions. These findings suggest that enjoyment, promotional urgency, and trust in Whitelab sellers and their products are key factors influencing consumer decisions. This study contributes to the development of digital consumer behavior research and offers practical implications for live commerce-based promotional strategies that emphasize customer experience and trust-building

Keywords: Perceived Enjoyment, Promotional Urgency, Consumer Trust, Purchase Decision

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Live streaming commerce merupakan inovasi dalam pemasaran digital yang menggabungkan hiburan dan transaksi langsung, muncul sebagai hasil dari perkembangan media sosial. TikTok Live menjadi populer karena menciptakan pengalaman berbelanja yang interaktif, emosional, dan *real-time*. Tujuan penelitian ini adalah untuk menguji pengaruh *perceived enjoyment*, *promotional urgency*, dan *consumer trust* terhadap *purchase decision* produk perawatan kulit Whitelab yang dipromosikan melalui TikTok Live di Yogyakarta. Penelitian ini menggunakan pendekatan kuantitatif, dengan metode survei dan teknik *purposive sampling non-probability*, melibatkan 150 responden yang telah membeli produk tersebut. Data dianalisis menggunakan PLS-SEM dengan bantuan perangkat lunak SmartPLS 3.3.2. Hasil penelitian menunjukkan bahwa ketiga variabel independen memiliki pengaruh positif dan signifikan terhadap keputusan pembelian. Temuan ini mengidentifikasi bahwa kesenangan, urgensi promosi, dan kepercayaan terhadap penjual Whitelab dan produknya merupakan faktor utama yang mempengaruhi keputusan konsumen. Penelitian ini berkontribusi pada pengembangan perilaku konsumen digital dan memberikan implikasi praktis untuk strategi promosi berbasis *live commerce* yang berfokus pada pengalaman pelanggan dan pembentukan kepercayaan.

Kata Kunci: *Perceived Enjoyment, Promotional Urgency, Consumer Trust, Purchase Decision*