

**“PENGARUH *LIVE STREAMING, INFLUENCER MARKETING, DAN BRAND IMAGE* TERHADAP *ONLINE PURCHASE INTENTION* PADA KONSUMEN APLIKASI TIKTOK DI YOGYAKARTA”**

**(STUDI KASUS PRODUK JINISO)**

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**ABSTRAK**

Penelitian ini menguji pengaruh *live streaming, influencer marketing, dan brand image* terhadap *online purchase intention* konsumen produk Jiniso pada aplikasi TikTok di Daerah Istimewa Yogyakarta. Penelitian ini menggunakan metode kuantitatif dengan teknik *purposive sampling*. Data dikumpulkan melalui survei terhadap 218 konsumen pengguna TikTok di Daerah Istimewa Yogyakarta yang pernah melihat atau berinteraksi dengan produk Jiniso. Analisis data dilakukan dengan menggunakan metode *Structural Equation Modeling–Partial Least Square* (SEM-PLS). Hasil penelitian menunjukkan bahwa *live streaming, influencer marketing, dan brand image* secara bersama-sama berpengaruh signifikan terhadap *online purchase intention* konsumen produk Jiniso pada aplikasi TikTok di Daerah Istimewa Yogyakarta. Secara parsial, *live streaming* berpengaruh positif dan signifikan terhadap *online purchase intention*, *influencer marketing* berpengaruh positif dan signifikan terhadap *online purchase intention*, serta *brand image* berpengaruh positif dan signifikan terhadap *online purchase intention* konsumen.

Kata Kunci: *Live streaming, Influencer marketing, Brand image, Online purchase intention.*

***THE INFLUENCE OF LIVE STREAMING, INFLUENCER MARKETING,  
AND BRAND IMAGE ON ONLINE PURCHASE INTENTION AMONG  
TIKTOK USERS IN YOGYAKARTA***

***(A Study on Jiniso Products)***

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***ABSTRACT***

*This study examines the influence of live streaming, influencer marketing, and brand image on the online purchase intention of Jiniso product consumers on the TikTok application in the Special Region of Yogyakarta. This research employs a quantitative method with a purposive sampling technique. Data were collected through a survey of 218 TikTok users in the Special Region of Yogyakarta who had seen or interacted with Jiniso products. Data analysis was conducted using the Structural Equation Modeling–Partial Least Square (SEM-PLS) method.*

*The results indicate that live streaming, influencer marketing, and brand image simultaneously have a significant effect on the online purchase intention of Jiniso consumers on the TikTok application in the Special Region of Yogyakarta. Partially, live streaming has a positive and significant effect on online purchase intention, influencer marketing has a positive and significant effect on online purchase intention, and brand image also has a positive and significant effect on consumers’ online purchase intention.*

***Keywords:*** *Live streaming, Influencer marketing, Brand image, Online purchase intention.*