

## ABSTRAK

### **PENGARUH *SOCIAL MEDIA ADVERTISING, BRAND PACKAGING, DAN LIVE STREAMING* TERHADAP *IMPULSIVE BUYING* PRODUK HMNS PARFUM DI TIKTOKSHOP**

Oleh

**ANDHIKA REZA SAPUTRA**

Perkembangan teknologi digital dan media sosial telah mendorong perubahan signifikan dalam perilaku konsumen, termasuk peningkatan fenomena *Impulsive Buying* melalui platform belanja berbasis media sosial. Penelitian ini bertujuan untuk menguji pengaruh *Social Media Advertising, Brand Packaging, dan Live Streaming* terhadap *Impulsive Buying* pada konsumen HMNS Parfum di Bandar Lampung. Penelitian ini menggunakan metode kuantitatif dengan jenis *explanatory research*. Teknik pengambilan sampel menggunakan *purposive sampling* berdasarkan rumus Cochran dengan jumlah responden sebanyak 100 orang yang pernah melihat iklan, *Live Streaming*, dan melakukan pembelian produk HMNS di TikTok. Pengumpulan data dilakukan melalui kuesioner, kemudian dianalisis menggunakan regresi linear berganda dengan bantuan SPSS versi 27. Hasil penelitian menunjukkan bahwa secara parsial *Social Media Advertising* berpengaruh positif signifikan terhadap *Impulsive Buying, Brand Packaging* berpengaruh positif signifikan terhadap *Impulsive Buying*, sedangkan *Live Streaming* berpengaruh positif namun tidak signifikan terhadap *Impulsive Buying*. Secara simultan, ketiga variabel berpengaruh signifikan terhadap *Impulsive Buying*. Penelitian ini memberikan kontribusi bagi pengembangan strategi pemasaran digital khususnya dalam industri parfum lokal, serta memperkaya kajian ilmiah terkait perilaku konsumen di era media sosial.

**Kata Kunci:** *Social Media Advertising, Brand Packaging, Live Streaming, Impulsive Buying*

***THE INFLUENCE OF SOCIAL MEDIA ADVERTISING, BRAND PACKAGING, AND LIVE STREAMING ON IMPULSE BUYING OF HMNS PERFUME PRODUCTS ON TIKTOKSHOP***

**By**

**ANDHIKA REZA SAPUTRA**

The development of digital technology and social media has driven significant changes in consumer behavior, including an increase in *Impulsive Buying* through social media-based shopping platforms. This study aims to examine the influence of *Social Media Advertising*, *Brand Packaging*, and *Live Streaming* on *Impulsive Buying* among HMNS Perfume consumers in Bandar Lampung. This study used a quantitative method with explanatory research. The sampling technique used purposive sampling based on the Cochran formula, with 100 respondents who had seen advertisements, live streamed, and purchased HMNS products on TikTok. Data collection was conducted through questionnaires, then analyzed using multiple linear regression with the help of SPSS version 27. The results of the study indicate that partially *Social Media Advertising* has a significant positive effect on *Impulsive Buying*, *Brand Packaging* has a significant positive effect on *Impulsive Buying*, while *Live Streaming* has a positive but insignificant effect on *Impulsive Buying*. Simultaneously, all three variables have a significant effect on *Impulsive Buying*. This study contributes to the development of digital marketing strategies, especially in the local perfume industry, as well as enriching scientific studies related to consumer behavior in the social media era.

**Keyword:** *Social Media Advertising, Brand Packaging, Live Streaming, Impulsive Buying*