

ABSTRAK

PENGARUH *LIVE SHOPPING*, *PRODUCT REVIEW*, DAN *PRODUCT QUALITY* TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN PRODUK THIS IS APRIL DI MEDIA SOSIAL TIKTOK

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Penelitian ini bertujuan untuk mengetahui pengaruh *live shopping*, *product review*, dan *product quality* terhadap keputusan pembelian konsumen produk This Is April di media sosial Tiktok. Penelitian ini didasarkan pada teori pemasaran dan perilaku konsumen yang menjelaskan bahwa keputusan pembelian dipengaruhi oleh berbagai faktor, seperti pemasaran digital maupun persepsi konsumen terhadap produk yang ditawarkan. Penelitian ini menggunakan pendekatan kuantitatif dengan metode *explanatory research*. Data dikumpulkan melalui kuesioner dengan teknik *purposive sampling* yang disebarkan kepada 97 responden. Selanjutnya teknik analisis data mencakup uji validitas, uji realibilitas, uji asumsi klasik, analisis regresi berganda dan uji hipotesis dengan alat uji SPSS V.29.0. Berdasarkan hasil penelitian uji secara parsial Variabel *live shopping* (X1) dan *product quality* (X3) memiliki pengaruh positif dan signifikan terhadap keputusan pembelian. Sedangkan variabel *product review* (X2) tidak berpengaruh signifikan terhadap keputusan pembelian. Variabel *live shopping*, *product review*, dan *product quality* memiliki pengaruh secara simultan dan signifikan terhadap keputusan pembelian konsumen produk This Is April di media sosial Tiktok.

Kata Kunci: *Live Shopping*, *Product Review*, *Product Quality*, Keputusan Pembelian.

ABSTRACT

THE INFLUENCE OF LIVE SHOPPING, PRODUCT REVIEWS, AND PRODUCT QUALITY ON CONSUMER PURCHASE DECISIONS THIS IS APRIL PRODUCT ON TIKTOK SOCIAL MEDIA

By

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This study aims to determine the effect of live shopping, product reviews, and product quality on consumer purchasing decisions for This Is April products on TikTok social media. This research is based on marketing and consumer behavior theory which explains that purchasing decisions are influenced by various factors, such as digital marketing and consumer perceptions of the products offered. This study uses a quantitative approach with an explanatory research method. Data were collected through questionnaires with a purposive sampling technique distributed to 97 respondents. Furthermore, data analysis techniques include validity tests, reliability tests, classical assumption tests, multiple regression analysis and hypothesis testing with SPSS V.29.0 testing tools. Based on the results of the partial test, the live shopping (X1) and product quality (X3) variables have a positive and significant influence on purchasing decisions. While the product review (X2) variable does not have a significant effect on purchasing decisions. The live shopping, product review, and product quality variables have a simultaneously and significant influence on consumer purchasing decisions for This Is April products on TikTok social media.

Keywords: *Live Shopping, Product Review, Product Quality, Purchase Decision.*