

PENGARUH CONTEN MARKTING, FLASH SALE DAN LIVE SHOPPING TERHADAP KEPUTUSAN PEMBELIAN PRODUK PADA PENGGUNA TIKTOK SHOP (STUDI PADA MAHASISWA ANGKATAN 2022 JURUSAN MANAJEMEN UNIVERSITAS TRIBHUWANA TUNGGADEWI MALANG)

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ABSTRAK

Tujuan: Penelitian ini bertujuan untuk menganalisis pengaruh *Content Marketing*, *Flash Sale*, dan *Live Shopping* terhadap keputusan pembelian produk pada pengguna *TikTok Shop*, khususnya pada mahasiswa angkatan 2022 Jurusan Manajemen Universitas Tribhuwana Tunggadewi Malang, **Metode:** Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui penyebaran kuesioner. Populasi penelitian adalah mahasiswa aktif angkatan 2022 Jurusan Manajemen Universitas Tribhuwana Tunggadewi Malang sebanyak 269 mahasiswa. Penentuan sampel menggunakan rumus Slovin dengan tingkat kesalahan 5% sehingga diperoleh 161 responden. Teknik pengambilan sampel menggunakan purposive sampling dengan kriteria mahasiswa yang pernah melakukan pembelian di *TikTok* dalam tiga bulan terakhir. Data dikumpulkan menggunakan kuesioner dengan skala Likert, **Analisis data:** Analisis data dilakukan menggunakan program SPSS melalui uji validitas, uji reliabilitas, uji asumsi klasik, dan analisis regresi linier berganda. Pengujian hipotesis dilakukan menggunakan uji t (parsial), uji F (simultan), dan koefisien determinasi, **Hasil dan diskusi:** Hasil penelitian menunjukkan bahwa *Content Marketing* berpengaruh signifikan terhadap keputusan pembelian ($t = -2,961$; $p < 0,05$). *Flash Sale* berpengaruh positif dan signifikan terhadap keputusan pembelian ($t = 5,481$; $p < 0,05$). *Live Shopping* juga berpengaruh signifikan terhadap keputusan pembelian ($t = 2,765$; $p < 0,05$). Secara simultan ketiga variabel berpengaruh signifikan terhadap keputusan pembelian ($F = 22,857$; $p < 0,05$), **Kesimpulan:** *Content Marketing*, *Flash Sale*, dan *Live Shopping* terbukti berpengaruh signifikan terhadap keputusan pembelian pengguna *TikTok Shop*.

Kata Kunci: *Content Marketing*; *Flash Sale*; *Live Shopping*; Keputusan Pembelian; *TikTok Shop*.

**THE EFFECT OF CONTENT MARKING, FLASH SALE AND LIVE SHOPPING
ON PRODUCT PURCHASE DECISIONS OF TIKTOK SHOP USERS (A STUDY OF
2022 STUDENTS OF MANAGEMENT DEPARTMENT, TRIBHUWANA
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ABSTRACT

Purpose: This study aims to analyze the influence of Content Marketing, Flash Sale, and Live Shopping on product purchase decisions among TikTok Shop users, particularly students of the 2022 cohort in the Management Department at Tribhuwana Tunggadewi University Malang, **Methods:** This research uses a quantitative approach with a survey method through the distribution of questionnaires. The population consists of 269 active students from the 2022 cohort of the Management Department at Tribhuwana Tunggadewi University Malang. The sample size was determined using the Slovin formula with a 5% error tolerance, resulting in 161 respondents. The sampling technique used purposive sampling with criteria of students who had made purchases on TikTok within the last three months. Data were collected using a questionnaire with a Likert scale, **Analysis data:** Data analysis was conducted using SPSS through validity tests, reliability tests, classical assumption tests, and multiple linear regression analysis. Hypothesis testing was carried out using the t-test (partial), F-test (simultaneous), and coefficient of determination, **Result and discussions:** The results show that Content Marketing has a significant effect on purchase decisions ($t = -2.961$; $p < 0.05$). Flash Sale has a positive and significant effect on purchase decisions ($t = 5.481$; $p < 0.05$). Live Shopping also has a significant effect on purchase decisions ($t = 2.765$; $p < 0.05$). Simultaneously, the three variables significantly influence purchase decisions ($F = 22.857$; $p < 0.05$), **Conclusion:** Content Marketing, Flash Sale, and Live Shopping significantly influence purchase decisions among TikTok Shop users.

Keywords: Content Marketing; Flash Sales; In-Person Shopping; Purchase Decisions; TikTok Store