

PENGARUH LIVE STREAMING DAN BRAND IMAGE TERHADAP KEPUTUSAN PEMBELIAN PRODUK THE ORIGINOTE PADA PENGGUNA TIKTOK SHOP DI DAERAH ISTIMEWA YOGYAKARTA

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INTISARI

Latar Belakang : Perkembangan teknologi mempermudah manusia dalam melakukan segala kegiatan secara online, seperti belanja *online* sehingga para pelaku usaha membentuk strategi pemasaran dengan menggunakan *live streaming* dan membangun *brand image*. The Originote merupakan salah satu produk skincare yang menggunakan bentuk strategi pemasaran berupa membangun *brand image* melalui *live streaming*.

Tujuan Penelitian : Untuk mengetahui pengaruh *live streaming* dan *brand image* terhadap keputusan pembelian produk The Originote pada pengguna TikTok shop di Daerah Istimewa Yogyakarta secara parsial maupun simultan.

Metode Penelitian: Menggunakan pendekatan kuantitatif. Sumber data penelitian berasal dari data primer yang diperoleh dengan menyebarkan kuesioner kepada responden. Teknik pengumpulan data menggunakan *non-probability sampling (purposive sampling)*. Sampel penelitian adalah 112 responden dengan kriteria pernah melakukan pembelian produk The Originote di TikTok Shop minimal 1 kali, berada di Daerah Istimewa Yogyakarta dan berusia lebih dari 18 tahun. Data diolah menggunakan software SPSS versi 27.

Hasil : Nilai uji t pada variabel *live streaming* sebesar $6,077 > 1,982$. Nilai uji t pada variabel *brand image* sebesar $11,498 > 1,982$. Nilai uji f menunjukkan hasil $281,349 > 3,080$.

Kesimpulan: Diperoleh bahwa *live streaming* berpengaruh secara parsial terhadap keputusan pembelian. *Brand image* berpengaruh positif secara parsial terhadap keputusan pembelian. *Live streaming* dan *brand image* berpengaruh secara positif secara simultan terhadap keputusan pembelian.

Kata Kunci: *Brand Image, Keputusan Pembelian, Live Streaming*

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**THE INFLUENCE OF LIVE STREAMING AND BRAND IMAGE ON
PURCHASING DECISIONS FOR THE ORIGINOTE PRODUCT FOR
TIKTOK SHOP USERS IN SPECIAL REGION OF YOGYAKARTA**

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ABSTRACT

Background : Technological developments make it easier for humans to do all activities online, such as online shopping, so that business people form marketing strategies using live streaming and building brand image. The Originote is one of the skincare products that uses a form of marketing strategy in the form of building a brand image through live streaming.

Objective : To determine the effect of live streaming and brand image on purchasing decisions for The Originote products for TikTok shop users in the Special Region of Yogyakarta partially or simultaneously

Method : Using a quantitative approach. The research data source comes from primary data obtained by distributing questionnaires to respondents. The data collection technique uses non-probability sampling (purposive sampling). The research sample was 112 respondents with the criteria of having purchased The Originote product at TikTok Shop at least once, being in the Special Region of Yogyakarta and being over 18 years old. The data was processed using SPSS version 27 software.

Result : The t test value on the live streaming variable is $6.077 > 1.982$. The t test value on the brand image variable is $11.498 > 1.982$. The f test value shows the results $281.349 > 3.080$.

Conclusion : It is found that live streaming has a partial effect on purchasing decisions. Brand image has a partial positive effect on purchasing decisions. Live streaming and brand image simultaneously have a positive effect on purchasing decisions.

Keywords : Brand Image, Live Streaming, Purchase Decision

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