

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Digital Marketing terhadap Keputusan Pembelian dengan Fitur TikTok Live Shopping sebagai variabel mediasi pada konsumen produk OMG (Oh My Glam) di kalangan mahasiswa Universitas Trunodjoyo Madura. Penelitian ini menggunakan pendekatan kuantitatif dengan jumlah sampel sebanyak 100 responden yang ditentukan menggunakan rumus Lemeshow dan teknik Purposive sampling. Pengumpulan data dilakukan melalui penyebaran kuesioner serta pengukuran dengan menggunakan skala Likert. Data dianalisis menggunakan Partial Least Square-Structural Equation Modeling (PLS-SEM) dengan bantuan aplikasi SmartPLS, melalui pengujian outer model, inner model, serta uji hipotesis menggunakan bootstrapping.

Hasil dalam penelitian ini menunjukkan bahwa Digital Marketing berpengaruh positif dan signifikan terhadap Fitur TikTok Live Shopping. Fitur TikTok Live Shopping juga berpengaruh positif dan signifikan terhadap Keputusan Pembelian. Selain itu, Digital Marketing berpengaruh positif dan signifikan secara langsung terhadap Keputusan Pembelian. Fitur TikTok Live Shopping juga terbukti memediasi pengaruh Digital Marketing terhadap Keputusan Pembelian. Penelitian ini menunjukkan bahwa strategi digital marketing yang dikombinasikan dengan pemanfaatan fitur TikTok Live Shopping secara optimal dapat mendorong keputusan pembelian konsumen yang lebih tinggi dan efektif.

Kata kunci : Digital Marketing, TikTok Live Shopping, Keputusan Pembelian

ABSTRACT

Digital marketing has become one of the key strategies brands use to reach consumers, and TikTok Live Shopping is now one of the more interactive ways to do it. This research looks at how digital marketing affects purchase decisions among OMG (Oh My Glam) consumers, particularly students at Universitas Trunodjoyo Madura, with the TikTok Live Shopping feature acting as a mediating variable. A quantitative approach was used, involving 100 respondents selected through purposive sampling, with the sample size calculated using the Lemeshow formula. Data were gathered through questionnaires measured on a Likert scale and processed with Partial Least Square-Structural Equation Modeling (PLS-SEM) in SmartPLS, covering outer model testing, inner model testing, and hypothesis testing via bootstrapping.

The findings show that digital marketing has a positive and significant effect on the use of TikTok Live Shopping, and that TikTok Live Shopping itself significantly influences purchase decisions. Digital marketing was also found to directly and significantly affect purchase decisions, while TikTok Live Shopping was confirmed to mediate the relationship between digital marketing and purchase decisions. Overall, these results suggest that when digital marketing is paired effectively with features like TikTok Live Shopping, it can meaningfully strengthen consumers' purchasing decisions.

Keywords: Digital Marketing, TikTok Live Shopping, Purchase Decision