

PENGARUH *INFLUENCER MARKETING* DAN *ELECTONIC WORD OF MOUTH* TERHADAP KEPUTUSAN PEMBELIAN PADA PRODUK PAKAIAN JINISO MELALUI MEDIA TIKTOK *LIVE SHOPPING*

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui serta memberikan bukti empiris mengenai pengaruh *influencer marketing* dan *electronic word of mouth* terhadap keputusan pembelian produk pakaian Jiniso melalui media TikTok *Live Shopping*. Penelitian ini merupakan penelitian asosiatif kausal dengan pendekatan kuantitatif. Populasi dari penelitian ini adalah orang-orang yang pernah menonton video *live streaming* atau *live shopping* yang dilakukan oleh Jiniso di TikTok *Live shopping*. Teknik pengambilan sampel menggunakan metode *purposive sampling* yang termasuk dalam metode *non-probability* dengan jumlah responden sebanyak 100 orang, dengan pengumpulan data melalui kuesioner *online* (*google form*). Metode analisis data yang digunakan dimulai dari pembahasan uji instrument penelitian, analisis deskriptif yang berhubungan dengandata penelitian, uji asumsi klasik, analisis regresi linear berganda, dan hasil pengujian hipotesis yang diuji secara statistik dengan menggunakan program pengolahan data SPSS versi 26. Hasil penelitian menunjukkan bahwa *Influencer marketing* berpengaruh secara positif dan signifikan terhadap keputusan pembelian, *electronic word of mouth* berpengaruh positif dan signifikan terhadap keputusan pembelian, kemudian *influencer marketing* dan *electronic word of mouth* secara simultan memiliki pengaruh terhadap keputusan pembelian sebesar 66,9%.

Kata Kunci: *Influencer marketing*, *electronic word of mouth*, dan keputusan pembelian

THE EFFECT OF *INFLUENCER MARKETING* AND THE *ELECTONIC WORD OF MOUTH* ON PURCHASE DECISIONS ON JINISO CLOTHING PRODUCTS THROUGH *TIKTOK LIVE SHOPPING*

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ABSTRACT

This study aims to determine and provide empirical evidence regarding the influence of influencer marketing and electronic word of mouth on purchasing decisions for Jiniso clothing products through the TikTok Live Shopping. This research is a causal associative research with a quantitative approach. The population of this study are people who have watched live streaming or live shopping conducted by Jiniso on TikTok Live shopping. sampling technique uses a purposive sampling method which is included in the non-probability with a total of 100 respondents, by collecting data through an online (google form). The data analysis method used starts from discussing the research instrument test, descriptive analysis related to research data, classic assumption test, multiple linear regression analysis, and the results of hypothesis testing are tested statistically using the SPSS data processing program version 26. The results show that Influencer marketing has a positive and significant effect on purchasing decisions, electronic word of mouth has a positive and significant effect on purchasing decisions, then marketing and electronic word of mouth simultaneously have an influence on purchasing decisions of 66.9%.

Keywords: *Influencer marketing, electronic word of mouth, and purchasing decisions*