

ABSTRAK

APAKAH TREN SIARAN LANGSUNG EFEKTIF ? : MENGUJI EFEKTIVITAS SIARAN LANGSUNG DALAM MENINGKATKAN MINAT BELI GEN Z UNTUK MAYBELLINE DAN WARDAH

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh sikap terhadap siaran langsung pada minat beli konsumen Gen Z pada produk Maybelline dan Wardah, (2) pengaruh sikap terhadap diskon pada minat beli konsumen Gen Z pada produk Maybelline dan Wardah, (3) pengaruh sikap terhadap ulasan produk pada minat beli konsumen Gen Z pada produk Maybelline dan Wardah, serta (4) perbedaan sikap terhadap siaran langsung, diskon, dan ulasan produk antara konsumen Maybelline dan Wardah. Data diperoleh melalui kuesioner yang disebar secara daring kepada responden generasi Z yang pernah membeli produk Maybelline dan Wardah di platform Shopee dan berhasil mengumpulkan data dari 100 responden. Data dianalisis secara kuantitatif menggunakan model *Partial Least Squares* (PLS) dengan perangkat lunak SMARTPLS 4.0 untuk menguji validitas dan reliabilitas instrument serta model struktural. Hasil penelitian menunjukkan bahwa: (1) sikap terhadap siaran langsung berpengaruh positif pada minat beli, (2) sikap terhadap diskon tidak berpengaruh positif pada minat beli, (3) sikap terhadap ulasan produk tidak berpengaruh positif pada minat beli, (4) tidak terdapat perbedaan sikap terhadap siaran langsung, diskon, dan ulasan produk antara konsumen Maybelline dan Wardah.

Kata kunci: Siaran Langsung, Diskon, Ulasan Produk, Minat beli, Generasi Z.

ABSTRACT

IS THE LIVE STREAMING TREND EFFECTIVE? : TESTING THE EFFECTIVENESS OF LIVE STREAMING IN INCREASING GEN Z'S PURCHASE INTENTION FOR MAYBELLINE AND WARDAH

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This study aims to determine: (1) the effect of attitudes towards live streaming on Gen Z consumers' purchase intention on Maybelline and Wardah products, (2) the effect of attitudes towards discounts on Gen Z consumers' purchase intention on Maybelline and Wardah products, (3) the effect of attitudes towards product reviews on Gen Z consumers' purchase intention on Maybelline and Wardah products, and (4) differences in attitudes towards live streaming, discounts, and products review between Maybelline and Wardah consumers. Data was obtained through a questionnaire distributed online to generation Z respondents who had purchased Maybelline and Wardah products on the Shopee Platform and successfully collected data from 100 respondents. The data were analyzed quantitatively using the Partial Least Square (PLS) model with SMARTPLS 4.0 software to test the validity and reliability of the instrument and structural model. The results showed that: (1) attitudes toward live streaming has a positive effect on purchase intention, (2) attitudes towards discounts does not have a positive effect on purchase intention, (3) attitudes towards product review does not have positive effect on purchase intention, and (4) there are no differences in attitudes towards live streaming, discounts, and product reviews between Maybelline and Wardah consumers.

Keywords: Live Streaming, Discount, Product Review, Purchase Intention, Generation Z.