

ABSTRAK

PENGARUH LIVE STREAMING, CONTENT MARKETING, DAN FLASH SALE TERHADAP PEMBELIAN IMPULSIF PADA PENGGUNA PLATFORM E-COMMERCE TIKTOK SHOP

Fransiska Yesia Saputri
Prodi Manajemen Fakultas Ekonomi
Universitas Sanata Dharma
Yogyakarta
2025

Penelitian ini bertujuan untuk mengetahui : (1) *Pengaruh Live Streaming, Content Marketing, dan Flash Sale secara simultan terhadap pembelian impulsif pada pengguna Platform e-commerce TikTok Shop.* (2) *Pengaruh positif Live Streaming secara parsial terhadap pembelian impulsif pada pengguna Platform e-commerce TikTok Shop.* (3) *Pengaruh positif Content Marketing secara parsial terhadap pembelian impulsif pada pengguna Platform e-commerce TikTok Shop.* (4) *Pengaruh positif Flash Sale secara parsial terhadap pembelian impulsif pada pengguna Platform e-commerce TikTok Shop.* Data diperoleh melalui penyebaran kuesioner melalui *google form* dengan populasi Sebagian banyak pengguna *TikTok Shop* aktif di Indonesia dan pernah melakukan pembelian di *TikTok Shop* dalam kurun waktu satu tahun. Teknik pengambilan sampel menggunakan *non probability* dengan teknik *purposive sampling*. Dalam penelitian ini menggunakan 146 responden. Analisis data yang digunakan pada penelitian ini adalah Analisis Regresi Linear Berganda dengan menggunakan aplikasi SPSS 26. Hasil penelitian ini menunjukkan bahwa : (1) *Live streaming, content marketing, dan flash sale berpengaruh secara simultan terhadap pembelian impulsif pada pengguna Platform e-commerce TikTok Shop.* (2) *Live streaming secara parsial berpengaruh positif terhadap pembelian impulsif pada pengguna Platform e-commerce TikTok Shop.* (3) *Content marketing secara parsial berpengaruh positif terhadap pembelian impulsif pada pengguna Platform e-commerce TikTok Shop.* (4) *Flash sale secara parsial berpengaruh positif terhadap pembelian impulsif pada pengguna Platform e-commerce TikTok Shop.*

Kata kunci : *Live streaming, content marketing, flash sale, pembelian impulsif, TikTok Shop.*

ABSTRACT

THE INFLUENCE OF LIVE STREAMING, CONTENT MARKETING, AND FLASH SALES ON IMPULSIVE BUYING AMONG USERS OF THE TIKTOK *SHOP* E-COMMERCE PLATFORM

Fransiska Yesia Saputri
Management Study Program, Faculty of Economics
Sanata Dharma University
Yogyakarta
2025

This study aims to determine: (1) The simultaneous influence of Live Streaming, Content Marketing, and Flash Sale on impulsive buying behavior among users of the TikTok Shop e-commerce platform; (2) The partial positive influence of Live Streaming on impulsive buying behavior among TikTok Shop users; (3) The partial positive influence of Content Marketing on impulsive buying behavior among TikTok Shop users; and (4) The partial positive influence of Flash Sale on impulsive buying behavior among TikTok Shop users. Data were collected through a questionnaire distributed via Google Forms, targeting a population of active TikTok Shop users in Indonesia who had made purchases on the platform within the past year. The sampling technique used was non-probability sampling with a purposive sampling method. This study involved 146 respondents. The data were analyzed using Multiple Linear Regression Analysis with SPSS version 26. The results of the study indicate that: (1) Live Streaming, Content Marketing, and Flash Sale simultaneously have a significant influence on impulsive buying behavior among TikTok Shop users; (2) Live Streaming has a partial positive effect on impulsive buying behavior; (3) Content Marketing has a partial positive effect on impulsive buying behavior; and (4) Flash Sale has a partial positive effect on impulsive buying behavior among TikTok Shop users.

Keywords: Live streaming, content marketing, flash sale, impulsive buying, TikTok Shop.