

ABSTRAK

ANALISIS PENGARUH KUALITAS KONTEN VIDEO PROMOSI DAN HARGA TERHADAP MINAT BELI AKSESORIS MOTOR DI TIKTOK

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Penelitian ini bertujuan untuk mengetahui: 1) Pengaruh simultan kualitas konten video promosi dan harga terhadap minat beli aksesoris motor di TikTok, 2) Pengaruh kualitas konten video promosi secara parsial terhadap minat beli aksesoris motor di TikTok, 3) Pengaruh harga secara parsial terhadap minat beli aksesoris motor di TikTok. Populasi dalam penelitian ini adalah seluruh mahasiswa yang berkuliah di Daerah Istimewa Yogyakarta yang merupakan pengguna aplikasi TikTok. Jumlah sampel yang digunakan oleh penulis dalam penelitian ini sebanyak 120 orang responden. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner secara *online* melalui *whatsapp* menggunakan *google form*. Analisis data yang digunakan adalah regresi linear berganda. Data diolah menggunakan aplikasi IBM SPSS. Hasil penelitian ini menunjukkan bahwa: 1) Kualitas konten video promosi dan harga berpengaruh simultan terhadap minat beli aksesoris motor di TikTok, 2) Kualitas konten video promosi berpengaruh secara parsial terhadap minat beli aksesoris motor di TikTok, 3) Harga berpengaruh secara parsial terhadap minat beli aksesoris motor di TikTok.

Kata Kunci: Kualitas konten video promosi, Harga, Minat beli

ABSTRACT

**ANALYSIS OF THE QUALITY PROMOTIONAL VIDEO CONTENT
AND PRICE ON INTEREST IN BUYING OF MOTORCYCLE
ACCESSORIES ON TIKTOK**

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The purpose of this research was to identify: 1) The simultaneous influence of quality video content of promotion and prices on interest in buying motorcycle accessories on TikTok 2) The partial influence of quality video content of promotion on interest in buying motorcycle accessories on TikTok 3) the partial price influence on interest in buying motorcycle accessories on TikTok. The population of this research is Yogyakarta collages students that used TikTok. The amount of sample used are as many as 120 respondents. This research used a purposive sampling method. Data was obtained through online questionnaires used google form distributed via Whatsapp. The method of data analysis using multiple linear regression. The data were processed using IBM SPSS. The results of research shows 1) The quality of video content and price on TikTok simultaneously influenced the interest in buying accessories. 2) The quality of video content on TikTok partially influenced the interest in buying accessories. 3) The price on TikTok partially influenced the interest in buying accessories.

Keywords : The quality of video content promotion, Price, Interest in buying.

