

ABSTRAK

**PENGARUH CITRA MEREK, POTONGAN HARGA, ULASAN
INFLUENCER TERHADAP MINAT MEMBELI DI TIKTOK SHOP**

(Studi pada Mahasiswa Program Studi Akuntansi Universitas Sanata Dharma
Angkatan 2022-2023)

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Penelitian ini bertujuan untuk menganalisis pengaruh citra merek, potongan harga dan ulasan *influencer* terhadap minat membeli mahasiswa di TikTok Shop. Mahasiswa sebagai bagian dari generasi digital memiliki kemudahan dalam mengakses aktivitas belanja berbasis teknologi yang dapat memenuhi kebutuhan, namun kondisi tersebut berpotensi mendorong perilaku konsumtif apabila tidak diimbangi dengan kemampuan pengendalian gaya hidup yang baik.

Penelitian ini menggunakan pendekatan kuantitatif dengan metode deskriptif. Responden penelitian adalah mahasiswa aktif Program Studi Akuntansi Universitas Sanata Dharma angkatan 2022-2023. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*, dengan jumlah responden sebanyak 133 mahasiswa. Pengumpulan data dilakukan melalui penyebaran kuesioner secara daring menggunakan *Google Form*, kemudian data yang diperoleh diolah dan dianalisis menggunakan bantuan SPSS versi 26,0.

Hasil penelitian menunjukkan bahwa citra merek berpengaruh terhadap minat membeli mahasiswa. Potongan harga tidak berpengaruh terhadap minat membeli mahasiswa. Ulasan *influencer* tidak berpengaruh terhadap minat membeli mahasiswa.

Kata Kunci: citra merek, potongan harga, ulasan *influencer*, minat membeli

ABSTRACT

***THE INFLUENCE OF BRAND IMAGE, PRICE DISCOUNTS, AND
INFLUENCER REVIEWS ON PURCHASE INTENTION ON TIKTOK SHOP***

(A Study of Accounting Students at Sanata Dharma University, Class of 2022-2023)

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This study aims to analyze the influence of brand image, price discounts, and influencer reviews on students' purchase intention on TikTok Shop. As part of the digital generation, students have easy access to technology-based shopping activities that can fulfill their needs; however, this condition also has the potential to encourage consumptive behavior if it is not balanced with proper lifestyle self-control.

This research employs a quantitative approach using a descriptive method. The research respondents are active students of the Accounting Study Program at Sanata Dharma University from the 2022-2023 cohorts. The sampling technique used is purposive sampling, with a total of 133 student respondents. Data were collected through the distribution of online questionnaires using Google Forms, and the obtained data were processed and analyzed using SPSS version 26.0.

The results indicate that brand image has a significant effect on students' purchase intention. Price discounts do not have a significant effect on students' purchase intention. Influencer reviews also do not have a significant effect on students' purchase intention.

Keywords : *brand image, price discounts, influencer reviews, purchase intention*