

**PENGARUH *DIGITAL MARKETING*, HARGA, KOLABORASI DENGAN APLIKASI TIKTOK DAN *CASHBACK* TERHADAP MINAT BELI PELANGGAN TOKOPEDIA**

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**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh digital marketing, harga, kolaborasi dengan aplikasi TikTok, dan cashback terhadap minat beli pelanggan Tokopedia, baik secara simultan maupun parsial. Penelitian ini merupakan penelitian eksplanatori dengan pendekatan kuantitatif. Populasi penelitian adalah pelanggan Tokopedia di wilayah Daerah Istimewa Yogyakarta yang pernah melakukan pembelian dalam enam bulan terakhir. Sampel penelitian berjumlah 120 responden yang ditentukan menggunakan teknik purposive sampling. Data diperoleh melalui penyebaran kuesioner menggunakan skala Likert dan dianalisis menggunakan regresi linier berganda dengan bantuan program SPSS versi 25, serta dilengkapi dengan uji instrumen, uji asumsi klasik, uji t, uji F, dan analisis koefisien determinasi. Hasil penelitian menunjukkan bahwa: (1) digital marketing, harga, kolaborasi dengan aplikasi TikTok, dan cashback secara simultan berpengaruh signifikan terhadap minat beli pelanggan Tokopedia; (2) digital marketing secara parsial berpengaruh signifikan terhadap minat beli; (3) harga secara parsial berpengaruh signifikan terhadap minat beli; (4) kolaborasi dengan aplikasi TikTok secara parsial berpengaruh signifikan terhadap minat beli; dan (5) cashback secara parsial berpengaruh signifikan terhadap minat beli pelanggan Tokopedia. Nilai koefisien determinasi ( $R^2$ ) sebesar 0,728 menunjukkan bahwa keempat variabel independen memberikan kontribusi sebesar 72,8% terhadap perubahan minat beli pelanggan, sedangkan sisanya sebesar 27,2% dipengaruhi oleh faktor lain yang tidak diteliti dalam penelitian ini.

Kata kunci: *Digital marketing*, Harga, Kolaborasi dengan Aplikasi TikTok, *Cashback*, Minat Beli.

**THE EFFECT OF *DIGITAL MARKETING*, PRICE, COLLABORATION WITH THE TIKTOK APPLICATION, AND *CASHBACK* ON TOKOPEDIA CUSTOMERS' PURCHASE INTENTION**

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**ABSTRACT**

This study aims to determine the influence of digital marketing, price, collaboration with the TikTok application, and cashback on Tokopedia customers' purchase intention, both simultaneously and partially. This research is an explanatory study with a quantitative approach. The population consisted of Tokopedia customers in the Special Region of Yogyakarta who had made purchases within the last six months. The sample consisted of 120 respondents selected using purposive sampling. Data were collected through questionnaires using a Likert scale and analyzed using multiple linear regression with the assistance of SPSS version 25, supported by instrument testing, classical assumption testing, t-test, F-test, and coefficient of determination analysis. The results showed that: (1) digital marketing, price, collaboration with the TikTok application, and cashback simultaneously had a significant effect on Tokopedia customers' purchase intention; (2) digital marketing partially had a significant effect on purchase intention; (3) price partially had a significant effect on purchase intention; (4) collaboration with the TikTok application partially had a significant effect on purchase intention; and (5) cashback partially had a significant effect on Tokopedia customers' purchase intention. The coefficient of determination ( $R^2$ ) value of 0.728 indicates that the four independent variables contributed 72.8% to changes in customers' purchase intention, while the remaining 27.2% was influenced by other factors not examined in this study.

**Keywords:** *Digital Marketing*, Price, Collaboration with TikTok Application, *Cashback*, Purchase Intention.