

ABSTRAK

PENGARUH LIVE STREAMING DAN e-WOM DI TIKTOK TERHADAP MINAT BELI PRODUK GLAD2GLOW DENGAN KEPERCAYAAN KONSUMEN SEBAGAI VARIABEL MEDIASI

Agrelia Deal Kappoda
Prodi Manajemen Fakultas Bisnis Dan Ekonomi
Universitas Sanata Dharma
Yogyakarta
2026

Penelitian ini bertujuan untuk menganalisis pengaruh Live Streaming dan Electronic Word of Mouth (e-WOM) terhadap Minat Beli produk Glad2Glow dengan Kepercayaan Konsumen sebagai variabel mediasi. Penelitian ini dilatarbelakangi oleh pesatnya perkembangan pemasaran digital melalui platform TikTok yang dimanfaatkan perusahaan untuk meningkatkan minat beli konsumen. Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan survei. Data diperoleh melalui penyebaran kuesioner kepada 385 responden yang mengetahui produk Glad2Glow, pernah menyaksikan live streaming Glad2Glow di TikTok, serta pernah melihat atau membaca e-WOM terkait produk tersebut. Teknik pengambilan sampel menggunakan purposive sampling. Analisis data dilakukan menggunakan Structural Equation Modeling-Partial Least Squares (SEM-PLS) dengan bantuan SmartPLS 4. Hasil penelitian menunjukkan bahwa Live Streaming berpengaruh positif dan signifikan terhadap Minat Beli produk Glad2Glow, sedangkan e-WOM tidak berpengaruh signifikan terhadap Minat Beli. Selain itu, Kepercayaan Konsumen terbukti memediasi secara parsial pengaruh Live Streaming terhadap Minat Beli serta memediasi secara penuh pengaruh e-WOM terhadap Minat Beli. Temuan ini menunjukkan bahwa Kepercayaan Konsumen memiliki peran penting dalam meningkatkan efektivitas strategi pemasaran digital, khususnya dalam membangun hubungan antara informasi yang diperoleh melalui live streaming dan e-WOM dengan Minat Beli konsumen terhadap produk Glad2Glow.

Kata Kunci: Live Streaming, Electronic Word of Mouth (e-WOM), Kepercayaan Konsumen, Minat Beli, Glad2Glow.

ABSTRACT

**THE EFFECT OF LIVE STREAMING AND e-WOM ON TIKTOK ON
PURCHASE INTENTION OF GLAD2GLOW PRODUCTS WITH
CONSUMER TRUST AS A MEDIATION VARIABLE**

Agrelia Deal Kappoda

Management Study Program, Faculty of Economics And Business

Sanata Dharma University

Yogyakarta

2026

This study aims to analyze the influence of Live Streaming and Electronic Word of Mouth (e-WOM) on Purchase Intention toward Glad2Glow products with Consumer Trust as a mediating variable. The study is motivated by the rapid growth of digital marketing through TikTok, which is widely utilized by companies to increase consumers' purchase intention. This research employed a quantitative approach using a survey method. Data were collected through questionnaires distributed to 385 respondents who were familiar with Glad2Glow products, had watched Glad2Glow live streaming sessions on TikTok, and had been exposed to e-WOM regarding the products. The sampling technique used was purposive sampling. Data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with SmartPLS 4 software. The results indicate that Live Streaming has a positive and significant effect on Purchase Intention, while e-WOM does not have a significant direct effect on Purchase Intention. Furthermore, Consumer Trust partially mediates the relationship between Live Streaming and Purchase Intention and fully mediates the relationship between e-WOM and Purchase Intention. These findings suggest that Consumer Trust plays an important role in enhancing the effectiveness of digital marketing strategies by linking information obtained through live streaming and e-WOM to consumers' purchase intention toward Glad2Glow products.

Keywords: Live Streaming, Electronic Word of Mouth (e-WOM), Consumer Trust, Purchase Intention, Glad2Glow.