

ABSTRAK

**PENGARUH KOMUNIKASI PERSUASIF HOST, KEPERCAYAAN,
INTERAKTIVITAS, DAN PROMOSI PADA LIVE STREAMING TIKTOK SHOP
TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN BRAND PAKAIAN
THANKSINSOMNIA**

(Studi Pada Generasi Z di Daerah Istimewa Yogyakarta)

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2026

Penelitian ini bertujuan untuk mengetahui pengaruh komunikasi persuasif *host*, kepercayaan, interaktivitas, dan promosi pada *live streaming* TikTok Shop terhadap keputusan pembelian konsumen *brand* pakaian Thanksinsomnia pada Generasi Z di Daerah Istimewa Yogyakarta. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif kausal. Teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah responden sebanyak 101 orang yang pernah membeli produk Thanksinsomnia melalui *live streaming* TikTok Shop. Data dikumpulkan melalui kuesioner menggunakan skala *Likert* dan dianalisis menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linear berganda, uji F, uji t, dan koefisien determinasi dengan bantuan IBM SPSS 25. Hasil penelitian menunjukkan bahwa secara simultan komunikasi persuasif *host*, kepercayaan, interaktivitas, dan promosi berpengaruh signifikan terhadap keputusan pembelian konsumen ($F_{hitung} = 60,578$; $Sig. = 0,000$). Secara parsial, komunikasi persuasif *host* ($t = 2,472$; $Sig. = 0,015$) dan interaktivitas ($t = 2,686$; $Sig. = 0,009$) berpengaruh positif dan signifikan terhadap keputusan pembelian, sedangkan kepercayaan ($t = 1,778$; $Sig. = 0,078$) dan promosi ($t = 1,847$; $Sig. = 0,068$) tidak berpengaruh signifikan. Nilai *Adjusted R Square* sebesar 0,704 menunjukkan bahwa 70,4% variasi keputusan pembelian dapat dijelaskan oleh komunikasi persuasif *host*, kepercayaan, interaktivitas, dan promosi, sedangkan 29,6% sisanya dipengaruhi oleh faktor lain di luar model penelitian.

Kata kunci: komunikasi persuasif *host*, kepercayaan, interaktivitas, promosi, keputusan pembelian, *live streaming* TikTok Shop.

ABSTRACT

**THE EFFECT OF HOST PERSUASIVE COMMUNICATION, TRUST,
INTERACTIVITY, AND PROMOTION ON TIKTOK SHOP LIVE STREAMING ON
CONSUMER PURCHASE DECISIONS FOR THE THANKSINSOMNIA CLOTHING
BRAND**

(Study on Generation Z in the Special Region of Yogyakarta)

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This study aims to determine the effect of host persuasive communication, trust, interactivity, and promotion on TikTok Shop live streaming on consumer purchasing decisions of the Thanksinsomnia clothing brand among Generation Z in the Special Region of Yogyakarta. This study uses a quantitative approach with a causal associative research type. The sampling technique uses purposive sampling with a total of 101 respondents who have purchased Thanksinsomnia products through TikTok Shop live streaming. Data were collected through a questionnaire using a Likert scale and analyzed using validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, F tests, t tests, and coefficients of determination with the help of IBM SPSS 25. The results of the study indicate that simultaneously host persuasive communication, trust, interactivity, and promotion have a significant effect on consumer purchasing decisions ($F_{count} = 60.578$; $Sig. = 0.000$). Partially, host persuasive communication ($t = 2.472$; $Sig. = 0.015$) and interactivity ($t = 2.686$; $Sig. = 0.009$) have a positive and significant effect on purchasing decisions, while trust ($t = 1.778$; $Sig. = 0.078$) and promotion ($t = 1.847$; $Sig. = 0.068$) have no significant effect. The Adjusted R Square value of 0.704 indicates that 70.4% of the variation in purchasing decisions can be explained by host persuasive communication, trust, interactivity, and promotion, while the remaining 29.6% is influenced by other factors outside the research model.

Keywords: host persuasive communication, trust, interactivity, promotion, purchasing decision, TikTok Shop live streaming.