

ABSTRAK

PENGARUH *LIVE STREAMING*, *AFFILIATE MARKETING*, PROMOSI POTONGAN HARGA, DAN GRATIS ONGKOS KIRIM TERHADAP KEPUTUSAN PEMBELIAN *SKINCARE SKINTIFIC* DI *TIKTOK SHOP*

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh *live streaming*, *affiliate marketing*, promosi potongan harga, dan gratis ongkos kirim terhadap keputusan pembelian *skincare* Skintific di TikTok Shop, (2) pengaruh *live streaming* terhadap keputusan pembelian *skincare* Skintific di TikTok Shop, (3) pengaruh *affiliate marketing* terhadap keputusan pembelian *skincare* Skintific di TikTok Shop, (4) pengaruh promosi potongan harga terhadap keputusan pembelian *skincare* Skintific di TikTok Shop, dan (5) pengaruh gratis ongkos kirim terhadap keputusan pembelian *skincare* Skintific di TikTok Shop. Penelitian ini merupakan penelitian kuantitatif. Populasi dalam penelitian ini adalah pengguna aplikasi TikTok Shop yang pernah membeli produk *skincare* Skintific. Teknik pengambilan sampel menggunakan metode *purposive sampling*. Data diperoleh melalui penyebaran kuesioner kepada 100 responden yang merupakan pengguna TikTok Shop dan pernah melakukan pembelian produk *skincare* Skintific dalam 3 bulan terakhir. Pengolahan data dilakukan dengan bantuan aplikasi SPSS Statistics 23. Teknik analisis data yang digunakan adalah analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa: (1) *live streaming*, *affiliate marketing*, promosi potongan harga, dan gratis ongkos kirim secara simultan berpengaruh terhadap keputusan pembelian *skincare* Skintific di TikTok Shop, (2) *live streaming* tidak berpengaruh terhadap keputusan pembelian *skincare* Skintific di TikTok Shop, (3) *affiliate marketing* berpengaruh terhadap keputusan pembelian *skincare* Skintific di TikTok Shop, (4) promosi potongan harga berpengaruh terhadap keputusan pembelian *skincare* Skintific di TikTok Shop, dan (5) gratis ongkos kirim tidak berpengaruh terhadap keputusan pembelian *skincare* Skintific di TikTok Shop.

Kata Kunci: *live streaming*, *affiliate marketing*, promosi potongan harga, gratis ongkos kirim, keputusan pembelian.

ABSTRACT

THE INFLUENCE OF LIVE STREAMING, AFFILIATE MARKETING, PRICE DISCOUNT PROMOTIONS, AND FREE SHIPPING ON THE PURCHASE DECISION OF SKINTIFIC SKINCARE PRODUCTS ON TIKTOK SHOP

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This study aims to determine: (1) the influence of live streaming, affiliate marketing, price discount promotions, and free shipping simultaneously on purchasing decisions of Skintific skincare products on TikTok Shop, (2) the influence of live streaming on purchasing decisions of Skintific skincare products on TikTok Shop, (3) the influence of affiliate marketing on purchasing decisions of Skintific skincare products on TikTok Shop, (4) the influence of price discount promotions on purchasing decisions of Skintific skincare products on TikTok Shop, and (5) the influence of free shipping on purchasing decisions of Skintific skincare products on TikTok Shop. This research is quantitative research. The population in this study consisted of TikTok Shop users who had purchased Skintific skincare products. The sampling technique used purposive sampling. Data were obtained by distributing questionnaires to 100 respondents who were TikTok Shop users and had purchased Skintific skincare products within the last 3 months. Data processing was carried out using SPSS Statistics 23. The data analysis technique used was multiple linear regression analysis. The results of this study indicate that: (1) live streaming, affiliate marketing, price discount promotions, and free shipping simultaneously have effect on purchasing decisions of Skintific skincare products on TikTok Shop, (2) live streaming has no effect on purchasing decisions of Skintific skincare products on TikTok Shop, (3) affiliate marketing has effect on purchasing decisions of Skintific skincare products on TikTok Shop, (4) price discount promotions effect on purchasing decisions of Skintific skincare products on TikTok Shop, and (5) free shipping has no effect on purchasing decisions of Skintific skincare products on TikTok Shop.

Keywords: *live streaming, affiliate marketing, price discount promotions, free shipping, purchasing decisions.*