

ABSTRAK

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**PENGARUH IKLAN DIGITAL, *LIVE STREAMING*, DAN TESTIMONI
PELANGGAN TERHADAP MINAT BELI *SKINCARE* PADA *TIKTOK
SHOP***

Skripsi : Program Studi Ilmu Administrasi Bisnis, 2025

**Kata Kunci : Iklan Digital, *Live Streaming*, Testimoni Pelanggan,
Minat Beli, *TikTok Shop***

Penelitian ini bertujuan untuk mengetahui pengaruh iklan digital, siaran langsung (*live streaming*), dan testimoni pelanggan terhadap minat beli konsumen terhadap produk *skincare* melalui *TikTok Shop*. Ketiga variabel tersebut ditetapkan sebagai bagian dari strategi promosi digital yang dinilai mampu memengaruhi keputusan pembelian konsumen, khususnya dalam hal pemasaran berbasis media sosial. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan jenis penelitian asosiatif. Pengumpulan data dilakukan melalui penyebaran kuesioner dan analisis data menggunakan teknik statistik guna mengukur pengaruh baik secara parsial maupun simultan antara variabel independen terhadap variabel dependen. Hasil penelitian menunjukkan bahwa iklan digital, *live streaming*, dan testimoni pelanggan masing-masing berpengaruh positif dan signifikan terhadap minat beli konsumen. Selain itu, ketiga variabel secara simultan juga memberikan pengaruh yang signifikan terhadap peningkatan minat beli. Hasil penelitian menunjukkan bahwa: (1) Iklan Digital berpengaruh positif dan signifikan terhadap Minat Beli, karena kontennya yang menarik, informatif, dan menjangkau audiens luas; (2) *Live Streaming* berpengaruh positif dan signifikan terhadap Minat Beli, melalui interaksi langsung dan demonstrasi produk secara *real-time* yang membangun kepercayaan; (3) Testimoni Pelanggan juga berpengaruh positif dan signifikan terhadap Minat Beli, karena memberikan bukti sosial dan penguatan kepercayaan konsumen; serta (4) Ketiga variabel secara simultan terbukti berpengaruh signifikan terhadap Minat Beli, menciptakan sinergi promosi digital yang meningkatkan efektivitas pemasaran produk *skincare* di *TikTok Shop*.

ABSTRACT

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***THE INFLUENCE OF DIGITAL ADVERTISING, LIVE STREAMING, AND
CUSTOMER TESTIMONIALS ON PURCHASE INTENTION OF
SKINCARE PRODUCTS ON TIKTOK SHOP***

Thesis : Business Administration Study Program, 2025

***Keywords : Digital Advertising, Live Streaming, Customer
Testimonials, Purchase Intention, TikTok Shop***

This study aims to examine the influence of digital advertising, live streaming, and customer testimonials on consumers' purchase intention toward skincare products through TikTok Shop. These three variables are identified as part of digital promotional strategies that are considered capable of influencing consumer purchasing decisions, particularly in the context of social media-based marketing. The research employed a quantitative approach with an associative design. Data were collected through the distribution of questionnaires and analyzed using statistical techniques to measure both partial and simultaneous effects of the independent variables on the dependent variable. The results of the study show that: (1) Digital advertising has a positive and significant effect on purchase intention, as its content is attractive, informative, and capable of reaching a broad audience; (2) Live streaming has a positive and significant effect on purchase intention through direct interaction and real-time product demonstrations that build consumer trust; (3) Customer testimonials also have a positive and significant effect on purchase intention by providing social proof and reinforcing consumer confidence; and (4) The three variables simultaneously have a significant effect on purchase intention, creating a synergistic digital promotion strategy that enhances the marketing effectiveness of skincare products on TikTok Shop.