

ABSTRAK

Pengaruh Video Promosi Dan Live Streaming Terhadap Keputusan Pembelian Produk Kopi Al Asran Di Platform Tiktok

Perkembangan media sosial TikTok memberikan peluang baru dalam pemasaran, termasuk bagi Kopi Al Asran, namun fluktuasi penjualan menunjukkan adanya masalah efektivitas strategi promosi khususnya pada video promosi dan live streaming. Penelitian ini bertujuan untuk menganalisis kondisi kedua strategi tersebut serta menguji pengaruhnya, baik secara parsial maupun simultan, terhadap keputusan pembelian konsumen. Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan deskriptif-verifikatif melalui kuesioner kepada 100 responden pengguna TikTok, dengan analisis menggunakan regresi linier berganda, uji t, uji F, dan koefisien determinasi. Hasil penelitian menunjukkan bahwa video promosi berpengaruh positif dan signifikan terhadap keputusan pembelian, dengan pengaruh yang lebih dominan karena sifatnya persuasif, emosional, dan dapat diakses kapan saja. Live streaming juga berpengaruh positif dan signifikan, terutama melalui interaksi langsung, transparansi, serta penawaran promosi eksklusif yang diberikan kepada audiens. Secara simultan, integrasi video promosi dan live streaming terbukti memberikan pengaruh yang sangat kuat dalam mendorong keputusan pembelian konsumen. Penelitian ini berbeda dengan penelitian sebelumnya karena menekankan pentingnya penggabungan kedua strategi tersebut dalam konteks pemasaran Kopi Al Asran di TikTok.

Kata Kunci: Video Promosi, Live Streaming, Keputusan Pembelian, TikTok, Pemasaran Digital

ABSTRAK

The Impact of Promotional Videos and Live Streaming on Consumer Purchase Decisions of Al Asran Coffee Products via the TikTok Platform

The rapid growth of TikTok as a social media platform offers new opportunities for digital marketing, including for Kopi Al Asran. However, fluctuating sales indicate challenges in the effectiveness of promotional strategies, particularly in video promotion and live streaming. This study aims to analyze the conditions of these two strategies and examine their influence, both partially and simultaneously, on consumer purchasing decisions. The research method applied was quantitative with a descriptive-verificative approach through questionnaires distributed to 100 TikTok users, and the data were analyzed using multiple linear regression, t-test, F-test, and coefficient of determination. The results show that video promotion has a positive and significant influence on purchasing decisions, with a more dominant role due to its persuasive and emotional appeal, as well as its accessibility at any time. Live streaming also exerts a positive and significant influence, especially through direct interaction, transparency, and the exclusivity of promotions offered during the sessions. Simultaneously, the integration of video promotion and live streaming has been proven to strongly influence consumer purchasing decisions. This research differs from previous studies by emphasizing the integration of both strategies in the context of marketing Kopi Al Asran on TikTok.

Keywords: Promotional Video, Live Streaming, Purchasing Decision, TikTok, Digital Marketing