

ABSTRAK

Perkembangan teknologi digital telah mendorong perubahan perilaku konsumen dalam melakukan pembelian melalui *social commerce*, salah satunya TikTok Shop, dengan *online customer review*, *live streaming*, dan diskon sebagai faktor yang dapat memengaruhi keputusan pembelian produk *fashion*. Namun, terdapat gap berupa ketidakkonsistenan hasil penelitian terdahulu mengenai pengaruh ketiga variabel tersebut terhadap keputusan pembelian serta fenomena pada mahasiswa Purwokerto Timur yang menunjukkan adanya ketidaksesuaian ulasan dengan kondisi produk, informasi *live streaming* yang berlebihan, dan keputusan pembelian yang dipengaruhi diskon. Penelitian ini bertujuan untuk menganalisis pengaruh *online customer review*, *live streaming*, dan diskon terhadap keputusan pembelian produk *fashion* di TikTok Shop pada mahasiswa Purwokerto Timur. Penelitian menggunakan metode kuantitatif dengan pendekatan survei, teknik *purposive sampling*, dan 100 responden yang pernah membeli produk *fashion* melalui TikTok Shop. Data dikumpulkan menggunakan kuesioner skala Likert dan dianalisis dengan metode *Structural Equation Modeling–Partial Least Squares* (SEM-PLS) menggunakan SmartPLS 4.0. Hasil penelitian menunjukkan bahwa *online customer review*, *live streaming*, dan diskon masing-masing berpengaruh positif dan signifikan terhadap keputusan pembelian produk *fashion* di TikTok Shop. Hasil penelitian diharapkan mampu memberikan insight bagi pelaku usaha untuk mengoptimalkan kualitas *online customer review*, meningkatkan penyajian *live streaming* yang informatif dan menarik, serta merancang strategi diskon yang sesuai dengan kebutuhan konsumen guna meningkatkan keputusan pembelian. Selain itu, penelitian ini diharapkan dapat memberikan kontribusi bagi pengembangan kajian pemasaran digital dan perilaku konsumen pada konteks *social commerce*.

Kata kunci: *Online Customer Review*, *Live streaming*, Diskon, Keputusan Pembelian, TikTok Shop.

ABSTRACT

Advancements in digital technology have driven shifts in consumer purchasing behavior within social commerce platforms like TikTok Shop, where online customer reviews, live streaming, and discounts serve as factors influencing fashion product purchase decisions. However, a research gap exists due to inconsistent findings in prior studies regarding the impact of these three variables on purchase decisions. Furthermore, observations among university students in East Purwokerto reveal issues such as discrepancies between reviews and actual product conditions, excessive live streaming information, and purchase decisions heavily influenced by discounts. This study aims to analyze the influence of online customer reviews, live streaming, and discounts on fashion product purchase decisions on TikTok Shop among university students in East Purwokerto. A quantitative research method was employed using a survey approach and purposive sampling, involving 100 respondents who had previously purchased fashion products via TikTok Shop. Data were collected using Likert-scale questionnaires and analyzed via Structural Equation Modeling–Partial Least Squares (SEM-PLS) using SmartPLS 4.0. The results indicate that online customer reviews, live streaming, and discounts each have a positive and significant effect on fashion product purchase decisions on TikTok Shop. The research findings are expected to provide insights for business practitioners to optimize the quality of online customer reviews, enhance the delivery of informative and engaging live streams, and design discount strategies that align with consumer needs to boost purchase decisions. Furthermore, this study is expected to contribute to the development of research on digital marketing and consumer behavior within the context of social commerce.

Keywords: Online Customer Reviews, Live streaming, Discounts, Purchase Decisions, TikTok Shop.