

ABSTRAK

Penelitian kuantitatif ini bertujuan untuk menguji pengaruh e-commerce live shopping, content based social media marketing dan affiliate marketing terhadap niat beli konsumen pada sektor bisnis pakaian. Data dikumpulkan melalui penyebaran kuesioner dengan purposive sampling sebagai penentuan sampel terhadap konsumen produk pakaian dengan total 100 responden. Data dianalisis menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, dan uji regresi linier berganda meliputi uji t, uji f, dan uji koefisien determinasi.

Hasil pengujian didapatkan bahwa e-commerce live shopping (X1) tidak berpengaruh signifikan terhadap niat beli dengan nilai t hitung sebesar 1,628 lebih kecil dari t tabel yaitu 1,984 dan nilai signifikansi 0,107 lebih besar dari 0,05. Variabel content based social media marketing (X2) berpengaruh positif dan signifikan terhadap niat beli dengan nilai t hitung sebesar 3,093 lebih besar dari t tabel yaitu 1,984 dan nilai signifikansi 0,003 lebih kecil dari 0,05. Variabel affiliate marketing (X3) berpengaruh positif dan signifikan terhadap niat beli dengan nilai t hitung sebesar 2,800 lebih besar dari t tabel yaitu 1,984 dan nilai signifikansi 0,006 lebih kecil dari 0,05.

Dari hasil tersebut disimpulkan bahwa e-commerce live shopping tidak berpengaruh signifikan terhadap niat beli sehingga artinya karakteristik dari e-commerce live shopping tidak cukup mempengaruhi konsumen dalam meningkatkan niat pembelian produk pakaian. Sementara variabel content based social media marketing dan affiliate marketing berpengaruh positif dan signifikan terhadap niat beli pada sektor bisnis pakaian.

Kata kunci: e-commerce live shopping, content based social media marketing, affiliate marketing, media sosial, niat beli, produk pakaian

ABSTRACT

This quantitative study aims to examine the effect of digital marketing in the form of e-commerce live shopping, content-based social media marketing, and affiliate marketing on customer purchase intention in the clothing business sector. Data was collected by distributing questionnaires with purposive sampling as a sample determination of consumers of clothing products with a total of 100 respondents. Data were analyzed using validity test, reliability test, classical assumption test, and multiple linear regression test including t test, f test, and coefficient of determination test.

The test results show that e-commerce live shopping (X1) has no significant effect on purchase intention with t-value of 1.628 which is smaller than t table which is 1.984 and a significance value of 0.107 greater than 0.05. The content-based social media marketing variable (X2) has a positive and significant effect on purchase intention with t-value of 3.093 greater than t-table, namely 1.984 and a significance value of 0.003, less than 0.05. The affiliate marketing variable (X3) has a positive and significant effect on purchase intention with t-count value of 2.800 greater than t-table which is 1.984 and a significance value of 0.006 less than 0.05.

From these results it can be concluded that e-commerce live shopping has no significant effect on customer purchase intention, meaning that the characteristics of e-commerce live shopping do not sufficiently influence consumers to increase their purchase intention for clothing products. Meanwhile, the content-based social media marketing and affiliate marketing variables have a positive and significant impact on customer purchase intention in the clothing business sector.

Keywords: e-commerce live shopping, content based social media marketing, affiliate marketing, social media, purchase intention, clothing products.