ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Gaya Hidup Digital, Kualitas Produk, dan Promosi Diskon Live terhadap Minat Beli produk fashion pada pengguna TikTok Shop Live di Universitas Teknologi Surabaya. Penelitian menggunakan pendekatan kuantitatif dengan jenis penelitian eksplanatori. Sampel penelitian berjumlah 60 responden yang ditentukan menggunakan teknik *purposive sampling*. Data diperoleh melalui kuesioner dengan 40 butir pernyataan menggunakan skala Likert 1–5 dan dianalisis menggunakan regresi linier berganda, uji t, uji F, dan koefisien determinasi.

Hasil penelitian menunjukkan bahwa Gaya Hidup Digital berpengaruh positif dan signifikan terhadap Minat Beli dengan nilai t = 3,788 dan signifikansi 0,000. Kualitas Produk berpengaruh positif dan signifikan terhadap Minat Beli dengan nilai t = 7,837 dan signifikansi 0,000. Sementara itu, Promosi Diskon Live tidak berpengaruh signifikan terhadap Minat Beli dengan nilai t = 0,353 dan signifikansi 0,725. Secara simultan, Gaya Hidup Digital, Kualitas Produk, dan Promosi Diskon Live berpengaruh signifikan terhadap Minat Beli dengan nilai F = 61,482 dan signifikansi 0,000. Nilai R Square sebesar 0,767 menunjukkan bahwa ketiga variabel independen mampu menjelaskan 76,7% variasi Minat Beli, sedangkan 23,3% dijelaskan oleh faktor lain di luar model penelitian.

Secara deskriptif, kesimpulan penelitian menunjukkan bahwa Minat Beli produk fashion pada pengguna TikTok Shop Live lebih berkaitan dengan pola aktivitas digital dan persepsi terhadap kualitas produk dibandingkan dengan Promosi Diskon Live secara individual. Temuan penelitian juga menunjukkan bahwa Kualitas Produk memiliki nilai Beta terstandar tertinggi sebesar 0,618, sehingga dalam model regresi penelitian ini kontribusinya terhadap variasi Minat Beli relatif paling besar dibandingkan variabel independen lainnya.

Kata kunci: Gaya Hidup Digital, Kualitas Produk, Promosi Diskon Live, Minat Beli, TikTok Shop Live, Produk Fashion.

ABSTRACT

This study aims to analyze the effects of Digital Lifestyle, Product Quality, and Live Discount Promotion on Purchase Intention toward fashion products among TikTok Shop Live users at Universitas Teknologi Surabaya. This study employed a quantitative approach using an explanatory research design. The research sample consisted of 60 respondents selected using purposive sampling. Data were collected through a questionnaire consisting of 40 statements measured using a 1–5 Likert scale and analyzed using multiple linear regression, t-test, F-test, and the coefficient of determination.

The results show that Digital Lifestyle has a positive and significant effect on Purchase Intention, with a t-value of 3.788 and a significance value of 0.000. Product Quality also has a positive and significant effect on Purchase Intention, with a t-value of 7.837 and a significance value of 0.000. Meanwhile, Live Discount Promotion does not have a significant effect on Purchase Intention, with a t-value of 0.353 and a significance value of 0.725. Simultaneously, Digital Lifestyle, Product Quality, and Live Discount Promotion have a significant effect on Purchase Intention, with an F-value of 61.482 and a significance value of 0.000. The R Square value of 0.767 indicates that the three independent variables explain 76.7% of the variation in Purchase Intention, while the remaining 23.3% is explained by other factors outside the research model.

Descriptively, the findings indicate that Purchase Intention for fashion products among TikTok Shop Live users is more closely associated with digital activity patterns and perceptions of product quality than with Live Discount Promotion considered individually. The findings also show that Product Quality has the highest standardized Beta coefficient, at 0.618, indicating that within the regression model, it makes the relatively largest contribution to the variation in Purchase Intention compared with the other independent variables.

Keywords: *Digital Lifestyle, Product Quality, Live Discount Promotion, Purchase Intention, TikTok Shop Live, Fashion Products.*