

**PENGARUH *DIRECT MARKETING* DAN *FLASH SALE* TERHADAP  
*ONLINE IMPULSE BUYING* PADA *LIVE STREAMING MARKETING*  
*TIKTOK LIVE* DI YOGYAKARTA**

**Alberttus Dimas Arya Pratama**

**Abstrak**

Penelitian ini bertujuan untuk mengetahui pengaruh *Direct Marketing* dan *Flash Sale* baik secara simultan maupun parsial terhadap *Online Impulse Buying* pada *Live Streaming Marketing Tiktok Live* di Yogyakarta. Jenis penelitian yang digunakan adalah jenis penelitian kuantitatif dengan metode asosiatif. Metode yang digunakan dalam pengambilan sampel adalah *non probability* sampling dengan menggunakan teknik *purposive sampling* sejumlah 100 responden. Data dikumpulkan melalui penyebaran kuesioner yang diujikan dengan validitas dan reliabilitas. Analisis dalam penelitian ini menggunakan analisis regresi linier berganda. Hasil penelitian melalui uji t (parsial) menunjukkan bahwa *Direct Marketing* dan *Flash Sale* berpengaruh positif dan signifikan terhadap variabel *Online Impulse Buying*. Hasil penelitian uji F (simultan) menunjukkan bahwa secara bersama-sama *Direct Marketing* dan *Flash Sale* berpengaruh positif dan signifikan terhadap variabel *Online Impulse Buying*.

**Kata Kunci:** *Direct Marketing, Live Streaming Marketing Tiktok Live, Flash Sale, Online Impulse Buying.*

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**THE INFLUENCE OF DIRECT MARKETING AND FLASH SALE ON  
ONLINE IMPULSE BUYING DURING TIKTOK LIVE STREAMING  
MARKETING AT YOGYAKARTA**

***Alberttus Dimas Arya Pratama***

***Abstract***

*The objective of this research was finding out the influence of the direct marketing and the flash sale on the online impulse buying during TikTok's Live Streaming Marketing at Yogyakarta. The type of research used is a type of quantitative research with associative methods. The method used in sampling is non-probability sampling using a purposive sampling technique of 100 respondents. Data collection was carried out by distributing questionnaires which were tested for validity and reliability. The analysis in this study uses multiple linear regression analysis. The result of the t test was that the direct marketing and the flash sale had a positive and significant effect on the online impulse buying. the result of the F test was that the direct marketing and the flash sale had a positive and significant effect on the online impulse buying.*

***Keywords:*** *Direct Marketing, Live Streaming Marketing TikTok Live, Flash Sale, Online Impulse Buying.*