

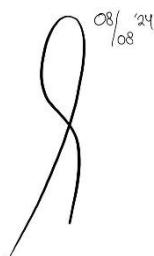
**PENGARUH FLASH SALE DAN LIVE STREAMING PADA
MARKETPLACE SHOPEE TERHADAP KEPUTUSAN PEMBELIAN
PRODUK SKINCARE GENERASI Z DI YOGAKARTA**

Julia Pilo Mangalik

Abstrak

Penelitian ini bertujuan untuk mengetahui (1) pengaruh *flash sale* pada *marketplace* Shopee terhadap keputusan pembelian produk *skincare* generasi Z di Yogakarta, (2) pengaruh *live streaming* pada *marketplace* Shopee terhadap keputusan pembelian produk *skincare* generasi Z di Yogakarta, (3) pengaruh *flash sale* dan *live streaming* secara simultan terhadap keputusan pembelian produk *skincare* generasi Z di Yogyakarta. Metode yang digunakan dalam pengambilan sampel adalah *purposive sampling* sejumlah 100 responden. Pengumpulan data primer dilakukan dengan metode kuesioner yang telah diuji validitas dan reliabilitasnya. Analisis dalam penelitian ini menggunakan analisis regresi linear berganda. Hasil analisis data menunjukkan bahwa (1) *flash sale* berpengaruh positif dan signifikan terhadap keputusan pembelian produk *skincare*. Hal ini ditunjukkan oleh nilai signifikansi *flash sale* sebesar $0,000 < 0,05$ (2) *live streaming* berpengaruh positif dan signifikan terhadap keputusan pembelian produk *skincare*. Hal ini ditunjukkan oleh nilai signifikansi *live streaming* sebesar $0,000 < 0,05$ (3) secara simultan *flash sale* dan *live streaming* berpengaruh positif dan signifikan terhadap keputusan pembelian produk *skincare*. Hal ini ditunjukkan oleh nilai signifikansi sebesar $0,000 < 0,05$.

Kata Kunci: *Flash Sale, Live Streaming, dan Keputusan Pembelian*



**THE INFLUENCE OF FLASH SALE AND LIVE STREAMING ON THE
SHOPEE MARKETPLACE ON PURCHASING DECISIONS FOR
GENERATION Z SKINCARE PRODUCTS IN YOGYAKARTA**

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Abstract

This study aims to determine (1) the effect of flash sales on the Shopee marketplace on purchasing decisions for generation Z skincare products in Yogyakarta, (2) the effect of live streaming on the Shopee marketplace on purchasing decisions for generation Z skincare products in Yogyakarta, (3) the effect of flash sales and live streaming simultaneously on purchasing decisions for generation Z skincare products in Yogyakarta. The method used in sampling was purposive sampling of 100 respondents. Primary data collection was carried out using a questionnaire method. The questionnaires have been tested for validity and reliability. The analysis in this study used multiple linear regression analysis. The results of data analysis show that (1) flash sales have a positive and significant effect on purchasing decisions for skincare products. This is indicated by the flash sale significance value of $0.000 < 0.05$ (2) live streaming has a positive and significant effect on purchasing decisions for skincare products. This is indicated by the significance value of live streaming of $0.000 < 0.05$ (3) simultaneously flash sale and live streaming have a positive and significant effect on purchasing decisions for skincare products. This is indicated by a significance value of $0.000 < 0.05$.

Keywords: Flash Sale, Live Streaming, and Purchasing Decisions