

**PENGARUH *LIVE STREAMING, INFLUENCER, DAN FLASH SALE*
TERHADAP *IMPULSIVE BUYING* PRODUK *SKINCARE* PADA
PLATFORM TIKTOK DI DAERAH ISTIMEWA YOGYAKARTA (DIY)**

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *live streaming, influencer, dan flash sale* terhadap *impulsive buying* produk *skincare* pada *platform* TikTok di Daerah Istimewa Yogyakarta (DIY). Penelitian ini menggunakan metode kuantitatif, dan teknik pengambilan sampel dalam penelitian ini menggunakan teknik *Proportional Sampling* dengan jumlah responden 129 responden. Data primer dalam penelitian ini dikumpulkan menggunakan metode kuesioner melalui *google form* dan disebar secara *online* pada media sosial yang telah diuji validitas dan reliabilitasnya. Analisis data dalam penelitian ini menggunakan *software* IBM SPSS *Statistic* versi 25 yang meliputi uji asumsi klasik, uji hipotesis, uji regresi linear berganda dan koefisien determinasi. Hasil penelitian menunjukkan bahwa ketiga variabel yaitu *live streaming, influencer, dan flash sale* berpengaruh positif dan signifikan terhadap *impulsive buying*, baik secara parsial maupun simultan. *Influencer* ditemukan sebagai faktor yang paling dominan diikuti *live streaming* dan *flash sale*. Temuan ini sejalan dengan penelitian terdahulu peran interaksi langsung, kredibilitas *influencer*, dan tekanan waktu dalam memicu pembelian impulsif.

Kata Kunci: *Live Streaming, Influencer, Flash Sale, Impulsive Buying, Skincare.*



THE EFFECT OF LIVE STREAMING, INFLUENCERS, AND FLASH SALES ON IMPULSIVE BUYING OF SKINCARE PRODUCTS ON THE TIKTOK PLATFORM IN THE SPECIAL REGION OF YOGYAKARTA (DIY)

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Abstract

This study aims to analyze the influence of live streaming, influencers, and flash sales on the impulsive purchase of skincare products on TikTok in the Special Region of Yogyakarta (DIY). A quantitative method and convenience sampling technique were employed to collect data from 129 respondents. The data were initially gathered by distributing a questionnaire via Google Forms on social media, followed by testing the questionnaire's validity and reliability. Data analysis in this study was conducted using IBM SPSS Statistics version 25 software, which included classical assumption testing, hypothesis testing, multiple linear regression, and determination coefficient testing. The results show that live streaming, influencers, and flash sales have a positive and significant influence on impulsive buying, both individually and in combination. Influencers were identified as the most significant factor, followed by live streaming and flash sales. These findings align with previous research regarding the impact of direct interaction, influencer credibility, and time pressure on stimulating impulsive purchases.

Keywords: *Live Streaming, Influencer, Flash Sale, Impulsive Buying, Skincare.*

