

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *live streaming* dan diskon harga terhadap keputusan pembelian produk *fashion* Shella Saukia melalui *e-commerce* TikTok di Palembang, baik secara parsial maupun simultan.

Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan teknik survei. Data diperoleh melalui penyebaran kuesioner kepada 96 responden yang merupakan konsumen Shella Saukia. Analisis data dilakukan dengan menggunakan regresi linear berganda, uji asumsi klasik, dan pengujian hipotesis.

Hasil penelitian menunjukkan bahwa secara parsial *live streaming* berpengaruh negatif dan signifikan terhadap keputusan pembelian. Diskon harga juga berpengaruh positif dan signifikan terhadap keputusan pembelian. Secara simultan, kedua variabel tersebut bersama-sama memiliki pengaruh signifikan terhadap keputusan pembelian konsumen produk *fashion* Shella Saukia melalui TikTok Shop. Temuan ini mengindikasikan bahwa strategi diskon lebih efektif dalam meningkatkan keputusan pembelian dibandingkan pemanfaatan *live streaming*.

Kata Kunci: Keputusan Pembelian, *Live Streaming*, dan Harga Diskon

ABSTRACT

This study aims to analyze the influence of live streaming and price discounts on purchasing decisions of Shella Saukia fashion products through TikTok e-commerce in Palembang City, both partially and simultaneously.

The research method used was a quantitative approach with a survey technique. Data were collected through the distribution of questionnaires to 96 respondents who were consumers of Shella Saukia. Data analysis was carried out using multiple linear regression, classical assumption tests, and hypothesis testing.

The results showed that partially, live streaming had a negative and significant effect on purchasing decisions. Price discounts also had a positive and significant effect on purchasing decisions. Simultaneously, both variables together had a significant influence on consumers' purchasing decisions of Shella Saukia fashion products through TikTok Shop. These findings indicate that discount strategies are more effective in increasing purchasing decisions compared to the use of live streaming.

Keywords: *Purchasing Decision, Live Streaming, and Price Discounts*