

ABSTRACT

The development of internet technology and social media, particularly TikTok, has transformed consumer behavior in online shopping, especially for fashion products in Jambi City. Live shopping features and discounts have become popular digital marketing strategies, yet previous studies have shown mixed results, necessitating further investigation. This study aims to analyze the influence of live shopping features and discounts on the purchasing decisions of fashion products among TikTok users in Jambi City. The research employs a quantitative method with a descriptive approach. Data were collected through questionnaires from 96 TikTok users who have shopped via the live shopping feature and utilized discount programs, selected using purposive sampling. Data analysis was conducted using multiple linear regression. The results indicate that live shopping features and discounts significantly influence purchasing decisions, both simultaneously and partially, with discounts having a more dominant effect. Businesses are recommended to optimize interactions in live shopping features and offer competitive discounts to enhance purchasing decisions. Consumers are advised to be more discerning in utilizing live shopping features and discounts to obtain the best products. Future researchers are suggested to consider additional variables such as product quality, product reviews, and influencer impact to enrich the understanding of purchasing decisions on digital platforms.

Keywords: *Live Shopping, Discounts, Purchase Decisions, Fashion Products, Digital Marketing*

ABSTRAK

Perkembangan teknologi internet dan media sosial, khususnya TikTok, telah mengubah perilaku konsumen dalam berbelanja online, terutama produk *fashion* di Kota Jambi. Fitur *live shopping* dan diskon menjadi strategi pemasaran digital yang populer, namun penelitian sebelumnya menunjukkan hasil yang beragam, sehingga memerlukan kajian lebih lanjut. Penelitian ini bertujuan untuk menganalisis pengaruh fitur *live shopping* dan diskon terhadap keputusan pembelian produk *fashion* pada pengguna aplikasi TikTok di Kota Jambi. Penelitian menggunakan metode kuantitatif dengan pendekatan deskriptif. Data dikumpulkan melalui kuesioner dari 96 responden pengguna TikTok yang pernah berbelanja melalui fitur *live shopping* dan pernah menggunakan program diskon, dipilih dengan teknik *purposive sampling*. Analisis data dilakukan dengan regresi linier berganda. Hasil penelitian menunjukkan bahwa fitur *live shopping* dan diskon secara simultan dan parsial berpengaruh signifikan terhadap keputusan pembelian, dengan diskon memiliki pengaruh lebih dominan. Pelaku bisnis disarankan untuk mengoptimalkan interaksi pada fitur *live shopping* dan menawarkan diskon kompetitif guna meningkatkan keputusan pembelian. Konsumen agar lebih cermat dalam memanfaatkan fitur *live shopping* dan diskon agar mendapatkan produk yang terbaik serta bagi peneliti di masa mendatang disarankan untuk mempertimbangkan variabel tambahan seperti, kualitas produk, ulasan produk, dan pengaruh *influencer* untuk memperkaya pemahaman tentang keputusan pembelian di platform digital.

Kata kunci: Live Shopping, Diskon, Keputusan Pembelian, Produk Fashion, Pemasaran Digital