

ABSTRAK

Penelitian ini merupakan hasil penelitian kuantitatif yang bertujuan untuk menjawab pertanyaan mengenai pengaruh iklan live streaming dan promosi event tanggal kembar terhadap keputusan pembelian produk Daviena Skincare di media sosial Tiktok di Kota Jambi. Metodologi penelitian yang digunakan adalah penelitian kuantitatif dan teknik pengambilan sampel menggunakan metode purposive sampling dengan jumlah sampel sebanyak 96 responden. Teknik pengumpulan data menggunakan kuesioner dan teknik analisis data menggunakan regresi linier berganda. Hasil penelitian menunjukkan bahwa pengaruh Iklan live Streaming berpengaruh positif terhadap keputusan pembelian, kemudian promosi event tanggal kembar berpengaruh positif terhadap keputusan pembelian. Selanjutnya berdasarkan hasil perhitungan statistik uji simultan menunjukkan bahwa promosi *live streaming* TikTok dan promosi tanggal kembar secara simultan berpengaruh terhadap keputusan pembelian pengguna produk Daviena di kota Jambi.

Kata Kunci : Iklan *Live Streaming*, Promosi *Event Tanggal Kembar*, Keputusan Pembelian

ABSTRACT

This research is the result of quantitative research which aims to answer questions regarding the influence of live streaming advertising and promotions for twin date events on purchasing decisions for Daviena Skincare products on Tiktok social media in Jambi City. The research methodology used is quantitative research and the sampling technique uses a purposive sampling method with a sample size of 96 respondents. The data collection technique uses a questionnaire and the data analysis technique uses multiple linear regression. The research results show that the influence of Live Streaming Advertising has a positive effect on purchasing decisions, then Twin Date Event Promotion has a positive effect on purchasing decisions. Furthermore, based on the results of simultaneous test statistical calculations, it shows that the TikTok live streaming promotion and the twin date promotion simultaneously influence the purchasing decisions of users of Daviena products in the city of Jambi.

Keywords: Live Streaming Advertisements, Twin Date Event Promotion, Purchase Decisions