

ABSTRACT

THE ROLE OF BRAND IMAGE, BRAND TRUST, AND CUSTOMER ENGAGEMENT AS MEDIATION OF PRODUCT QUALITY TOWARDS CUSTOMER LOYALTY

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The purpose of this study was to determine and analyze the effect of live streaming, price, online customer reviews, and ease of transaction on purchasing decisions through purchase interest (Case study of TikTok Shop consumers in Tasikmalaya). The was designed survey method with a quantitative approach by distributing questionnaires to 100 TikTok Shop consumers with the criteria of consumers aged 17 to 60 years and have shopped through TikTok Shop e-commerce. The analysis tool in this study uses Partial Least Square (PLS) analysis through Structural Equation Modeling (SEM). The results of the analysis show that: Live Streaming, Price, Online Customer Review, and Ease of Transaction have a positive effect on Purchase Intention. Live Streaming, Price, Online Customer Review, and Ease of Transaction have a positive effect on Purchase Decisions. Purchase Intention has a positive effect on Purchase Decisions. Live Streaming, Price, Online Customer Review, and Ease of Transaction have a positive effect on Purchase Decisions through Purchase Intention in TikTok Shop consumers in Tasikmalaya.

Keywords: *Live Streaming, Price, Online Customer Review, Ease of Transaction, Purchase Intention, Purchase Decision*

ABSTRAK

PENGARUH *LIVE STREAMING*, HARGA, *ONLINE CUSTOMER REVIEW*, DAN KEMUDAHAN TRANSAKSI TERHADAP KEPUTUSAN PEMBELIAN MELALUI MINAT BELI SEBAGAI *INTERVENING*

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Tujuan penelitian untuk mengetahui dan menganalisis pengaruh *live streaming*, harga, *online customer review*, dan kemudahan transaksi terhadap keputusan pembelian melalui minat beli (Studi kasus konsumen TikTok Shop di Tasikmalaya). Metode penelitian yang digunakan adalah metode survei dengan pendekatan kuantitatif dengan menyebarkan kuesioner kepada konsumen TikTok Shop sebanyak 100 responden dengan kriteria konsumen berusia 17 sampai 60 tahun dan telah berbelanja melalui *e-commerce* TikTok Shop. Alat analisis dalam penelitian ini menggunakan analisis *Partial Least Square* (PLS) melalui *Structural Equation Modeling* (SEM). Hasil analisis menunjukkan bahwa: *Live Streaming*, Harga, *Online Customer Review*, dan Kemudahan Transaksi berpengaruh positif terhadap Minat Beli. *Live Streaming*, Harga, *Online Customer Review*, dan Kemudahan Transaksi berpengaruh positif terhadap Keputusan Pembelian. Minat Beli berpengaruh positif terhadap Keputusan Pembelian. *Live Streaming*, Harga, *Online Customer Review*, dan Kemudahan Transaksi berpengaruh positif terhadap Keputusan Pembelian melalui Minat Beli pada konsumen TikTok Shop di Tasikmalaya.

Kata Kunci: *Live Streaming*, Harga, *Online Customer Review*, Kemudahan Transaksi, Minat Beli, Keputusan Pembelian