

ABSTRACT

THE INFLUENCE OF INFLUENCER MARKETING AND LIVE STREAMING ON CUSTOMER TRUST AND ITS IMPACT ON PURCHASE DECISION (Case study of Gen Z Thanksinsomnia Consumers in Tasikmalaya)

By
Muhammad Ridwannuloh
NPM. 203402242

Advisor 1: R. Lucky Radi Rinandiyana
Advisor 2: Allicia Deana Santosa

The objectives of this research is to analyze the influence of Influencer Marketing on Customer Trust. The influence of Live Streaming on Customer Trust. And the influence of Customer Trust on Purchase Decision on Thanksinsomnia Brand. The object of this study is Thanksinsomnia Gen Z consumers. With a sample size of 210 respondents. This study is quantitative with a census approach, using primary data. The analysis technique uses partial least square - structural equation model (PLS-SEM). The results of this test prove that Influencer Marketing has a positive effect on Customer Trust. Live Streaming has a positive effect on Customer Trust. And Customer Trust has a positive and significant effect on Purchase Decision on Thanksinsomnia Brand.

Keywords: Influencer Marketing, Live Streaming, Customer Trust, Purchase Decision.

ABSTRAK

PENGARUH *INFLUENCER MARKETING* DAN *LIVE STREAMING* TERHADAP *CUSTOMER TRUST* DAN DAMPAKNYA TERHADAP *PURCHASE DECISION*

(Studi kasus pada konsumen Gen Z *Thanksinsomnia* di Tasikmalaya)

Oleh
Muhammad Ridwannuloh
NPM. 203402242

Pembimbing 1: R. Lucky Radi Rinandiyana
Pembimbing 2: Allicia Deana Santosa

Tujuan penelitian ini adalah untuk menganalisis pengaruh *Influencer Marketing* terhadap *Customer Trust*. Pengaruh *Live Streaming* terhadap *Customer Trust*. Serta pengaruh *Customer Trust* terhadap *Purchase Decision* pada *Brand Thanksinsomnia*. Objek penelitian ini adalah konsumen Gen Z *Thanksinsomnia*. Dengan jumlah sampel sebanyak 210 responden. Penelitian ini berjenis kuantitatif dengan pendekatan sensus, menggunakan data primer. Teknik analisis menggunakan *partial least square – structural equation model* (PLS-SEM). Hasil pengujian ini membuktikan bahwa *Influencer Marketing* berpengaruh positif terhadap *Customer Trust*. *Live Streaming* berpengaruh positif terhadap *Customer Trust*. Serta *Customer Trust* berpengaruh positif dan signifikan terhadap *Purchase Decision* pada *Brand Thanksinsomnia*.

Kata kunci: *Influencer Marketing, Live Streaming, Customer Trust, Purchase Decision*