

ABSTRAK

Nama : Leli Anita
Program Studi : Manajemen
Judul : Pengaruh *Digital Marketing, Social Media Influencer*
Dan Diskon Terhadap Niat Beli Produk *Fashion*
Platform Tiktok Shop Pada Generasi Z
Mahasiswa/Mahasiswi Fakultas Ekonomi Dan Bisnis
Universitas Malikussaleh

Penelitian ini bertujuan untuk mengetahui pengaruh *digital marketing, social media influencer*, dan diskon terhadap niat beli produk *fashion* pada *platform* TikTok Shop di kalangan Generasi Z, khususnya mahasiswa dan mahasiswi Fakultas Ekonomi dan Bisnis Universitas Malikussaleh. Fenomena meningkatnya tren belanja online di kalangan generasi digital mendorong perlunya pemahaman mengenai faktor-faktor yang memengaruhi keputusan konsumen dalam berbelanja, khususnya di *platform* media sosial yang berkembang pesat seperti TikTok Shop. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui penyebaran kuesioner kepada 108 responden yang dipilih secara *purposive sampling*. Data dianalisis menggunakan regresi linier berganda untuk menguji pengaruh masing-masing variabel independen terhadap variabel dependen. Hasil penelitian menunjukkan bahwa ketiga variabel, yaitu *digital marketing, social media influencer*, dan diskon, berpengaruh positif dan signifikan terhadap niat beli produk *fashion* di TikTok Shop. *Digital marketing* memudahkan akses informasi produk, *influencer* berperan dalam membentuk persepsi positif, dan diskon menarik minat konsumen untuk melakukan pembelian. Implikasi dari penelitian ini memberikan wawasan bagi pelaku usaha *fashion* dan pemasar digital untuk merancang strategi pemasaran yang efektif dalam menarik minat beli konsumen Gen Z melalui media sosial, khususnya TikTok.

Kata kunci: *Digital Marketing, Social Media Influencer*, Diskon, Niat Beli, TikTok Shop, Generasi Z.

ABSTRACT

Name : Leli Anita
Program Studi : Management
Title : *The Influence of Digital Marketing, Social Media Influencers and Discounts on Purchase Intention of Fashion Products on the TikTok Shop Platform Among Generation Z Students of the Faculty of Economics and Business, Malikussaleh University*

This study aims to determine the effect of digital marketing, social media influencers, and discounts on purchase intentions for fashion products on the TikTok Shop platform among Generation Z, especially students of the Faculty of Economics and Business, Malikussaleh University. The increasing trend of online shopping among the digital generation has encouraged the need to understand the factors that influence consumer decisions in shopping, especially on rapidly growing social media platforms such as TikTok Shop. This study uses a quantitative approach with a survey method by distributing questionnaires to 108 respondents selected by purposive sampling. Data were analyzed using multiple linear regression to test the effect of each independent variable on the dependent variable. The results showed that the three variables, namely digital marketing, social media influencers, and discounts, have a positive and significant effect on purchase intentions for fashion products on TikTok Shop. Digital marketing facilitates access to product information, influencers play a role in forming positive perceptions, and discounts attract consumers' interest in making purchases. The implications of this study provide insight for fashion entrepreneurs and digital marketers to design effective marketing strategies in attracting Gen Z consumers' buying interest through social media, especially TikTok.

Keywords: *Digital Marketing, Social Media Influencers, Discounts, Purchase Intentions, TikTok Shop, Generation Z.*