ABSTRAK

Penelitian ini dilatarbelakangi oleh perkembangan industri kecantikan dan pemasaran digital yang semakin pesat, khususnya melalui pemanfaatan *fitur live shopping* pada *platform* TikTok yang memungkinkan interaksi secara langsung antara penjual dan konsumen. Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, harga, *consumer trust*, dan *fitur live shopping* di TikTok terhadap keputusan pembelian produk *skincare* merek Tazzi di Krueng Mane Aceh Utara secara parsial dan simultan. Data yang digunakan adalah data primer yang diperoleh melalui penyebaran kuesioner kepada konsumen yang pernah membeli produk *skincare* merek Tazzi di Krueng Mane Aceh Utara dengan jumlah sampel sebanyak 140 responden. Teknik pengambilan sampel menggunakan metode *purposive sampling*. Uji instrumen terdiri atas uji validitas dan uji reliabilitas menggunakan metode *Cronbach's Alpha.* Uji asumsi klasik meliputi uji multikolinearitas, uji heteroskedastisitas, dan uji normalitas. Teknik analisis data yang digunakan adalah regresi linear berganda, koefisien determinasi (R^2), uji t, dan uji F dengan bantuan program SPSS. Hasil penelitian menunjukkan bahwa variabel kualitas produk memiliki nilai signifikansi 0,012 dan t hitung 2,534 > t tabel 1,977, sehingga berpengaruh positif dan signifikan terhadap keputusan pembelian. Variabel harga memiliki nilai signifikansi 0,016 dan t hitung 2,442 > t tabel 1,977, sehingga berpengaruh positif dan signifikan terhadap keputusan pembelian. Variabel *consumer trust* memiliki nilai signifikansi 0,011 dan t hitung 2,580 > t tabel 1,977, sehingga berpengaruh positif dan signifikan terhadap keputusan pembelian. Variabel *fitur live shopping* memiliki nilai signifikansi 0,014 dan t hitung 2,483 > t tabel 1,977, sehingga berpengaruh positif dan signifikan terhadap keputusan pembelian. Selain itu, secara simultan kualitas produk, harga, *consumer trust*, dan *fitur live shopping* berpengaruh signifikan terhadap keputusan pembelian dengan nilai F hitung sebesar 15,432 > F tabel 2,67 dan nilai signifikansi 0,001 < 0,05. Dengan demikian, seluruh variabel independen dalam penelitian ini, baik secara parsial maupun simultan, berpengaruh positif dan signifikan terhadap keputusan pembelian produk *skincare* merek Tazzi di Krueng Mane Aceh Utara.

Kata Kunci : Kualitas Produk, Harga, *Consumer Trust*, *Fitur Live Shopping*, Keputusan Pembelian.

ABSTRACT

This study was motivated by the rapid development of the beauty industry and digital marketing, particularly through the utilization of the live shopping feature on the TikTok platform, which enables direct interaction between sellers and consumers. This study aims to determine the partial and simultaneous effects of product quality, price, consumer trust, and the live shopping feature on TikTok on the purchase decisions of Tazzi skincare products in Krueng Mane, North Aceh. The data used in this study were primary data obtained through the distribution of questionnaires to consumers who had purchased Tazzi skincare products in Krueng Mane, North Aceh, with a total sample of 140 respondents. The sampling technique used was purposive sampling. The instrument tests consisted of validity and reliability tests using Cronbach's Alpha method. The classical assumption tests included multicollinearity, heteroscedasticity, and normality tests. The data analysis techniques used were multiple linear regression, the coefficient of determination (R^2), t-test, and F-test with the assistance of SPSS. The results showed that the product quality variable had a significance value of 0.012 and a t-value of 2.534 > t-table of 1.977, indicating a positive and significant effect on purchase decisions. The price variable had a significance value of 0.016 and a t-value of 2.442 > t-table of 1.977, indicating a positive and significant effect on purchase decisions. The consumer trust variable had a significance value of 0.011 and a t-value of 2.580 > t-table of 1.977, indicating a positive and significant effect on purchase decisions. The live shopping feature variable had a significance value of 0.014 and a t-value of 2.483 > t-table of 1.977, indicating a positive and significant effect on purchase decisions. Furthermore, simultaneously, product quality, price, consumer trust, and the live shopping feature had a significant effect on purchase decisions, with an F-value of 15.432 > F-table of 2.67 and a significance value of 0.001 < 0.05. Therefore, all independent variables in this study, both partially and simultaneously, had positive and significant effects on the purchase decisions of Tazzi skincare products in Krueng Mane, North Aceh.

Keywords: *Product Quality, Price, Consumer Trust, Live Shopping Feature, Purchase Decision.*

.