

ABSTRAK

Penelitian ini bertujuan untuk mengetahui gambaran responden *Impulsive Buying* saat *live*, dan *affiliate marketing* terhadap keputusan pembelian produk mens biore pada platform tiktok serta mencari pengaruh baik secara parsial maupun simultan. Di latar belakang oleh tingginya masyarakat indonesia dalam mengakses informasi terutama dalam hal berbelanja, dan meningkatnya masyarakat yang mulai berpindah dari berbelanja *offline* ke *online* dari hal tersebut para penjual dituntut untuk berinovasi dalam segi produk maupun promosi dan tiktok salah satu *platform* media sosial yang menyediakan tempat untuk para penjual bisa memasarkan produknya dengan berbagai *filtur* yang tersedia termasuk *live streaming* dan *affilate marketing*. Data dalam penelitian ini dikumpulkan melalui kuesioner pada responden . populasi dalam penelitian ini yaitu ulasan konsumen pada akun *official* biore khususnya pada produk mens biore 2023. Sampel yang digunakan memakai teknik sampel jenuh dengan mengambil keseluruhan populasi berjumlah 50 orang. Metode penelitain yang digunakan adalah metode kuantitatif dengan pendekatan *deskriptif verifikatif*. Hasil penyebaran kuesioner dianalisis dengan analisis regresi berganda, koefisien determinasi, uji t, dan uji F. hasil penelitian menunjukan bahwa : (1) hasil gambaran responden menunjukan *Impulsive Buying* termasuk kategori cukup tinggi, *Affiliate Marketing* termasuk kategori tinggi dan Keputusan Pembelian termasuk kedalam kategori sangat tinggi (1) *Impulsive Buying* berpengaruh secara parsial sebesar 34% terhadap keputusan pembelian produk mens biore pada platform tiktok. (2) *Affiliate Marketing* berpengaruh secara parsial sebesar 49,7% terhadap keputusan pembelian produk mens biore pada platform tiktok. (3) *Impulsive Buying* dan *Affiliate Marketing* berpengaruh secara simultan sebesar 54,3% terhadap keputusan pembelian produk mens biore pada platform tiktok.

Kata kunci : *Impulsive Buying*, *Affiliate Marketing*, dan Keputusan Pembelian

ABSTRACT

This research aims to find out the description of Impulsive Buying respondents while live, and affiliate marketing in influencing purchasing decisions for Mens Biore products on the TikTok platform. Against the background of the high level of access of information by Indonesian people, especially in terms of shopping, and the increasing number of people who are starting to move from offline to online shopping, sellers are required to innovate in terms of products and promotions and TikTok is one of the social media platforms that provides a place for consumers. Sellers can market their products with various available features including live streaming and affiliate marketing. The data in this research was collected through questionnaires to respondents. The population in this study is consumer reviews on the official Biore account, especially on Biore men's products 2023. The sample used used a saturated sampling technique by taking the entire population of 50 people. The research method used is a quantitative method with a descriptive verification approach. The results of distributing the questionnaire were analyzed using multiple regression analysis, coefficient of determination, t test, and F test. The research results showed that: (1) the results of the respondents' descriptions showed that Impulsive Buying was in the quite high category, Affiliate Marketing was in the high category and Purchase Decisions were in the very high category. high (1) Impulsive Buying has a partial effect of 0.340 or 34% on the decision to purchase Mens Biore products on the TikTok platform. (2) Affiliate Marketing has a partial effect of 0.497 or 49.7% on the decision to purchase Mens Biore products on the TikTok platform.(3) Impulsive Buying and Affiliate Marketing have a simultaneous influence of 0.543 or 54.3% on the decision to purchase Mens Biore products on the TikTok platform.

Keywords : Impulsive Buying, Affiliate Marketing, and Purchase Decisions