

**PENGARUH *CONTENT MARKETING*, *INFLUENCER MARKETING*, DAN
DISKON HARGA TERHADAP KEPUTUSAN PEMBELIAN PRODUK
FASHION DI TIK TOK SHOP
(Studi Pada Mahasiswa Manajemen ITB Widya Gama Lumajang)**

ABSTRAK

Pesatnya pertumbuhan TikTok sebagai *platform e-commerce*, khususnya TikTok Shop, telah mengubah lanskap pemasaran produk *fashion* di Indonesia, menjadikannya media krusial bagi generasi muda. Tujuan penelitian ini untuk melihat pengaruh *content marketing*, *influencer marketing*, dan diskon harga terhadap keputusan pembelian produk *fashion* di TikTok Shop, dengan fokus pada mahasiswa Manajemen ITB Widya Gama Lumajang. Penelitian ini menggunakan pendekatan kuantitatif dengan metode *purposive sampling*. Dengan menggunakan rumus Slovin, diperoleh 94 responden mahasiswa Manajemen ITB Widya Gama Lumajang yang aktif berbelanja di TikTok Shop. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan regresi linier berganda. Hasil penelitian menunjukkan bahwa *content marketing* dan diskon harga memiliki pengaruh positif dan signifikan terhadap keputusan pembelian. Konten yang informatif dan menarik, serta penawaran diskon yang menguntungkan, terbukti efektif dalam mendorong minat beli konsumen. Namun, *influencer marketing* ditemukan tidak memiliki pengaruh signifikan terhadap keputusan pembelian, mengindikasikan bahwa konsumen cenderung lebih mengandalkan faktor lain seperti rekomendasi dari teman atau kualitas produk itu sendiri. Dari uji hipotesis yaitu koefisien determinasi (R^2) menjelaskan 39% dari keputusan pembelian, sementara 61% sisanya dipengaruhi oleh faktor-faktor yang tidak diteliti dalam penelitian ini.

Kata Kunci : *Content Marketing*, *Influencer Marketing*, Diskon Harga, dan Keputusan Pembelian

**INFLUENCE OF CONTENT MARKETING, INFLUENCER MARKETING,
AND PRICE DISCOUNT ON PURCHASE DECISION OF FASHION
PRODUCTS AT TIKTOK SHOP**

(Study on ITB Widya Gama Lumajang Management Students)

ABSTRACT

The rapid growth of TikTok as an e-commerce platform, especially TikTok Shop, has changed the marketing landscape of fashion products in Indonesia, making it a crucial medium for the younger generation. The purpose of this study is to examine the influence of content marketing, influencer marketing, and price discounts on purchasing decisions for fashion products at TikTok Shop, with a focus on ITB Widya Gama Lumajang Management students. This study uses a quantitative approach with purposive sampling method. Using the Slovin formula, 94 respondents of ITB Widya Gama Lumajang Management students who actively shop at TikTok Shop were obtained. Data were collected through questionnaires and analyzed using multiple linear regression. The results showed that content marketing and price discounts have a positive and significant influence on purchasing decisions. Informative and interesting content, as well as favorable discount offers, proved to be effective in driving consumer buying interest. However, influencer marketing was found to have no significant influence on purchasing decisions, indicating that consumers tend to rely more on other factors such as recommendations from friends or the quality of the product itself. From the hypothesis test, the coefficient of determination (R^2) explains 39% of the purchasing decision, while the remaining 61% is influenced by factors not examined in this study.

Keywords: Content Marketing, Influencer Marketing, Price Discount, and Purchase Decision.