

ANALYSIS OF FASHION PRODUCT PURCHASE DECISIONS THROUGH TIKTOK'S LIVE STREAMING FEATURE AS A CAUSE OF IMPULSIVE BUYING

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ABSTRACT

This research aims to 1) Understand the application of product purchasing decisions fashion through TikTok's live streaming feature as a whole, 2) Understand decision-making purchasing fashion products through the TikTok live streaming feature in terms of need recognition, 3) Understand the application of decision-making to purchase fashion products through the live-streaming feature. TikTok in terms of information search, 4) Knowing the application of purchasing decision-making fashion products through TikTok's live streaming feature in terms of alternative evaluation, 5) Knowing The application of decision-making to purchase fashion products through the TikTok live streaming feature is reviewed from purchasing decisions, 6) Knowing the application of purchasing decisions for fashion products via TikTok's live streaming feature in terms of post-purchase behavior.

This research is a type of descriptive research with a quantitative approach. The research population is 505 UNY students. The sample of 301 UNY female students was determined using techniques of proportional random sampling using the Isaac and Michael table. The research instrument used is a questionnaire. The data analysis technique uses descriptive and inferential analysis with the assistance SPSS program.

The research results show that: 1) Application of decision-making to purchase fashion products via TikTok's live streaming feature as a whole is in the poor category (96%), 2) Making decisions to purchase fashion products through TikTok's live-streaming feature is reviewed recognition of needs is included in the poor category (48%), 3) Purchasing decision-making fashion products via TikTok's live streaming feature in terms of searching for information included in poor category (58%), 4) Making decisions to purchase fashion products through live features TikTok streaming in terms of alternative evaluation is included in the unfavorable category (79%), 5) Making decisions to purchase fashion products through TikTok's live-streaming feature is reviewed purchasing decisions are included in the poor category (99%), 6) Purchasing decision-making fashion products through TikTok's live streaming feature in terms of post-purchase behavior, including: good category (100%)

Kata Kunci: *decision-making, live streaming tiktok, impulsive buying*