

***The Influence of Live Streaming, Brand Image, and Perceived Luxury Value
on Purchase Intention of YSL Beauty***

By Elgiva Corinthia Widyasati

Abstract

Digital marketing transformation through e-commerce and live streaming on TikTok presents significant opportunities for YSL Beauty as a luxury brand; however, high audience exposure and interaction are not always followed by consistent purchase intention, creating a gap between consumer attention and buying intent. This study aims to examine the influence of live streaming, brand image, and perceived luxury value on purchase intention toward YSL Beauty. A quantitative approach was employed using purposive sampling. The sample consisted of 155 TikTok users who had watched YSL Beauty Indonesia's live streaming, were familiar with YSL Beauty products, resided in the Administrative City of Jakarta, and were aged 18 years and above. Data were collected through an online questionnaire distributed via Google Form and analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. The results show that live streaming, brand image, and perceived luxury value each have a positive and significant influence on purchase intention toward YSL Beauty. This study has several limitations, including restricted access to official data from YSL Beauty Indonesia and a relatively low response rate due to respondents' concerns about the increasing prevalence of online fraud.

Keywords : *live streaming, brand image, perceived luxury value, purchase intention, YSL Beauty*

Pengaruh *Live Streaming*, *Brand Image*, dan *Perceived Luxury Value* Terhadap Minat Beli *YSL Beauty*

Oleh Elgiva Corinthia Widyasati

Abstrak

Transformasi pemasaran digital melalui *e-commerce* dan *live streaming* di TikTok membuka peluang besar bagi *YSL Beauty* sebagai *luxury brand*, namun tingginya eksposur dan interaksi audiens belum sepenuhnya diikuti oleh konsistensi minat beli konsumen, sehingga menimbulkan kesenjangan antara perhatian dan niat pembelian. Penelitian ini bertujuan untuk mengetahui pengaruh *live streaming*, *brand image*, dan *perceived luxury value* terhadap minat beli *YSL Beauty*. Penelitian menggunakan pendekatan kuantitatif dengan teknik *purposive sampling*. Sampel penelitian sebanyak 155 responden yang merupakan pengguna TikTok yang pernah menonton *live streaming* *YSL Beauty* Indonesia, mengetahui produk *YSL Beauty*, berdomisili di Kota Administrasi Jakarta, dan berusia 18 tahun ke atas. Pengumpulan data dilakukan melalui kuesioner *online* Google Form, dan analisis data menggunakan *Partial Least Squares–Structural Equation Modeling* (PLS-SEM) dengan SmartPLS 4.0. Hasil penelitian menunjukkan bahwa: (1) *live streaming* berpengaruh terhadap minat beli *YSL Beauty* (2) *brand image* berpengaruh terhadap minat beli *YSL Beauty* (3) *perceived luxury value* berpengaruh terhadap minat beli *YSL Beauty*. Penelitian ini memiliki keterbatasan khususnya pada akses data resmi *YSL Beauty* Indonesia dan rendahnya animo responden dalam mengisi kuesioner karena kekhawatiran pada penipuan *online* yang sering terjadi.

Kata kunci : *live streaming*, *brand image*, *perceived luxury value*, minat beli, *YSL Beauty*