

PENGARUH *SHOPPERTAINMENT* TERHADAP KEPUTUSAN PEMBELIAN PADA TIKTOK EIGER ADVENTURE OFFICIAL

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ABSTRAK

Perkembangan media sosial mendorong perubahan strategi pemasaran digital melalui penerapan konsep *shoppertainment*, yaitu penggabungan unsur hiburan dan aktivitas belanja. Eiger Adventure memanfaatkan TikTok sebagai media pemasaran berbasis *shoppertainment* untuk menjangkau konsumen secara lebih luas. Penerapan *shoppertainment* Eiger belum sepenuhnya optimal karena interaksi dan keputusan pembelian konsumen masih relatif rendah. Penelitian bertujuan guna menganalisis pengaruh *shoppertainment* pada TikTok terhadap keputusan pembelian produk Eiger Adventure menggunakan teori *Facets Model of Effects*. Penelitian menggunakan pendekatan kuantitatif eksplanatif dengan teknik purposive sampling. Analisis data dilakukan melalui uji korelasi Pearson Product Moment, regresi linear sederhana, koefisien determinasi, dan uji hipotesis menggunakan uji t dengan aplikasi SPSS 25. Hasil penelitian menunjukkan bahwa *shoppertainment* berpengaruh positif dan signifikan terhadap keputusan pembelian, dengan hubungan yang sangat kuat serta berpengaruh sebesar 66,2%. Berdasarkan analisis nilai rata-rata setiap dimensi, dimensi *cognition* merupakan dimensi yang paling tinggi dalam memengaruhi keputusan pembelian, sedangkan dimensi *emotion* mempunyai nilai terendah. Temuan ini menunjukkan bahwa aspek informatif dalam konten *shoppertainment* lebih berperan dalam mendorong keputusan pembelian dibandingkan aspek emosional.

Kata Kunci : Eiger Adventure, *Facets Model of Effect*, Keputusan Pembelian, *Shoppertainment*.

***THE INFLUENCE OF SHOPPERTAINMENT ON PURCHASING
DECISIONS ON THE TIKTOK EIGER ADVENTURE OFFICIAL ACCOUNT***

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ABSTRACT

The rapid growth of social media has transformed digital marketing strategies through the adoption of the shoppertainment concept, which combines entertainment with shopping activities. Eiger Adventure utilizes TikTok as a shoppertainment-based marketing platform to reach a wider audience. However, its implementation has not yet been fully optimized, as consumer interaction and purchasing decisions remain relatively low. This study aims to analyze the effect of shoppertainment on TikTok on purchasing decisions for Eiger Adventure products using the Facets Model of Effects theory. An explanatory quantitative approach was employed with purposive sampling techniques. Data were analyzed using Pearson Product Moment correlation, simple linear regression, coefficient of determination, and hypothesis testing through a t-test with SPSS version 25. The results indicate that shoppertainment has a positive and significant influence on purchasing decisions, showing a very strong relationship and contributing 66.2% to the variance in purchasing decisions. Among the analyzed dimensions, cognition demonstrates the highest influence, while emotion shows the lowest. These findings suggest that informative elements in shoppertainment content play a more crucial role in driving purchasing decisions than emotional aspects.

Keywords: Eiger Adventure, *Facets Model of Effect*, Keputusan Pembelian, *Shoppertainment*.