The Influence of Influencer Credibility, Live Streaming Commerce, and Pricing on Purchase Intention in Skintific Product on TikTok Shop

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Abstract

This study aims to determine the effect of three independent variables, namely Influencer Credibility, Live Streaming Commerce, and Pricing on the Intention in Purchasing Skintific Products on TikTok Shop. This study uses a quantitative approach with descriptive analytical techniques to describe the characteristics of respondents, as well as inferential analysis using SmartPLS version 4.0 software through the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. The population of this study consisted of TikTok Shop users aged 17 years and above who were active in Jakarta, were familiar with Skintific products, and had watched live streaming promotions for Skintific products on TikTok. The research sample consisted of 190 respondents selected using non-probability sampling. Data collection was conducted by distributing a Google form questionnaire through social media. The test results show that (1) there is a positive and significant influence of influencer credibility on purchase intention, (2) there is a positive and significant influence of live streaming commerce on purchase intention, and (3) there is a positive and significant influence of pricing on purchase intention. These findings indicate that influencer credibility, digital marketing strategies involving real-time interaction, and pricing can increase consumer interest in purchasing Skintific products on the TikTok Shop platform.

Keywords: Influencer Credibility, Live Streaming Commerce, Pricing, and Purchase Intention

Pengaruh *Influencer Credibility, Live Streaming Commerce,* dan *Pricing* Terhadap *Purchase Intention* Produk Skintific Pada Tiktok Shop

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh tiga variabel bebas, yaitu Influencer Credibility, Live Streaming Commerce, dan Pricing Terhadap Minat Beli Produk Skintific Pada Tiktok Shop. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik deskriptif analitik untuk menggambarkan karakteristik responden, serta analisis inferensial menggunakan perangkat lunak SmartPLS versi 4.0 melalui metode Partial Least Squares Structural Equation Modelling (PLS-SEM). Populasi penelitian ini terdiri dari pengguna Tiktok Shop yang berusia 17 tahun ke atas dan beraktivitas di Jakarta, yang mengetahui produk skintific dan pernah menonton Live Streaming promosi produk Skintific di Tiktok. Sampel penelitian berjumlah 190 responden yang dipilih menggunakan metode non-probability sampling. Pengumpulan data dilakukan dengan menyebarkan kuesioner Google form melalui media sosial. Hasil pengujian menunjukkan bahwa (1) terdapat pengaruh positif dan signifikan influencer credibility terhadap purchase intention, (2) terdapat pengaruh positif dan signifikan live streaming commerce terhadap purchase intention, dan (3) terdapat pengaruh positif dan signifikan pricing terhadap purchase intention. Temuan tersebut mengindikasikan bahwa kredibilitas influencer, strategi pemasaran digital yang melibatkan interaksi real-time, serta penetapan harga mampu meningkatkan minat konsumen untuk membeli produk Skintific pada platform TikTok Shop.

Kata kunci: *Influencer Credibility*, *Live Streaming Commerce*, *Pricing*, dan *Purchase Intention*