ABSTRAK
ANALISIS PENGARUH GAYA HIDUP, TERPAAN MEDIA TIK TOK
DAN E-WOM TERHADAP MINAT BELI PRODUK FASHION
Studi pada Mahasiswa Yogyakarta yang Mengunjungi Tik Tok Shop

Wening Haningtyas
Universitas Sanata Dharma
Yogyakarta
2023

Penelitian ini bertujuan untuk mengetahui pengaruh gaya hidup, terpaan media Tik Tok dan E-WOM secara simultan dan parsial terhadap minat beli. Populasi dalam penelitian ini adalah seluruh mahasiswa yang sedang menjalankan studi S1 di salah satu universitas yang ada di Yogyakarta, memiliki akun Tik Tok, pernah melihat iklan produk *fashion* di Tik Tok Shop dan belum pernah membeli produk *fashion* di Tik Tok Shop. Responden dalam penelitian ini berjumlah 100 responden. Teknik pengambilan sampel yang digunakan adalah teknik *purposive sampling*. Teknik analisis data menggunakan analisis deskriptif dan analisis regresi linier berganda. Pengolahan data menggunakan SPSS 23. Penelitian ini menghasilkan kesimpulan : (1) gaya hidup, terpaan media Tik Tok dan E-WOM berpengaruh secara simultan terhadap minat beli, (2) gaya hidup berpengaruh secara parsial terhadap minat beli, (3) terpaan media Tik Tok tidak berpengaruh terhadap minat beli, (4) E-WOM berpengaruh secara parsial terhadap minat beli.

Kata kunci : Gaya Hidup, Terpaan Media, E-WOM, Minat Beli

ABSTRACT
ANALYSIS OF THE INFLUENCE OF LIFESTYLE, EXPOSURE TO TIK TOK MEDIA AND E-WOM ON THE INTEREST TO BUY FASHION PRODUCTS
Study on Yogyakarta Students Visiting Tik Tok Shop

Wening Haningtyas
Sanata Dharma University
Yogyakarta
2023

This study aims to determine the effect of lifestyle, exposure to Tik Tok media and E-WOM simultaneously and partially on purchase intention. The population in this study were all students who were carrying out undergraduate studies at a university in Yogyakarta, had a Tik Tok account, had seen advertisements for fashion products on the Tik Tok Shop and had never bought fashion products on the Tik Tok Shop. Respondents in this study amounted to 100 respondents. The sampling technique used was purposive sampling technique. Data analysis techniques using descriptive analysis and multiple linear regression analysis. Data processing uses SPSS 23. This study draws conclusions: (1) lifestyle, Tik Tok media exposure and E-WOM simultaneously influence purchase intention, (2) lifestyle partially influences purchase intention, (3) Tik Tok Media Exposure has no effect on purchase intention, (4) E-WOM has a partial effect on purchase intention.

***Keywords** : Lifestyle, Media Exposure, E-WOM, Purchase Intention*