ABSTRAK

PENGARUH TIKTOK *LIVE SHOPPING* DAN *USER GENERATED CONTENT* TERHADAP MINAT BELI PRODUK SKINTIFIC PADA GENERASI ALPHA MELALUI *BRAND TRUST*

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Penelitian ini bertujuan untuk menganalisis pengaruh TikTok *Live Shopping* dan *User Generated Content* terhadap Minat Beli produk Skintific pada Generasi Alpha dengan *Brand Trust* sebagai variabel mediasi. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei, data dikumpulkan melalui kuesioner yang disebarkan kepada Generasi Alpha yang mengetahui dan menggunakan produk Skintific serta aktif di *platform* TikTok. Teknik pengambilan sampel menggunakan *purposive sampling*, dengan jumlah responden sebanyak 150 orang. Analisis data dilakukan dengan menggunakan metode PLS-SEM dengan bantuan *software* SmartPLS 4. Hasil penelitian menunjukkan bahwa TikTok *Live Shopping* dan *User Generated Content* berpengaruh positif signifikan terhadap Minat Beli, baik secara langsung maupun melalui *Brand Trust*. Selain itu, *Brand Trust* terbukti berpengaruh positif signifikan terhadap Minat Beli serta berperan sebagai mediasi parsial dalam pengaruh antara TikTok *Live Shopping* dan *User Generated Content* terhadap Minat Beli. Temuan ini mengindikasikan bahwa kepercayaan merek menjadi faktor penting dalam mendorong Minat Beli pada perilaku belanja Generasi Alpha dalam *social commerce*. Saran untuk peneliti selanjutnya, dapat menambahkan variabel seperti pengaruh orang tua, dan harga ke dalam model penelitian yang berkaitan dengan perilaku *social commerce* Generasi Alpha.

Kata Kunci: TikTok *Live Shopping*, *User Generated Content*, *Brand Trust*, Minat Beli, Generasi Alpha.

ABSTRACT

THE INFLUENCE OF TIKTOK LIVE SHOPPING AND USER GENERATED CONTENT ON SKINTIFIC PRODUCT PURCHASE INTENTION AMONG THE ALPHA GENERATION THROUGH BRAND TRUST

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This study aims to analyze the effect of TikTok Live Shopping and User Generated Content on the purchase intention of Skintific products among Generation Alpha, with brand trust as a mediating variable. This study uses a quantitative approach with a survey method, where data is collected through questionnaires distributed to Generation Alpha who are familiar with and use Skintific products and are active on the TikTok platform. The sampling technique used is purposive sampling, with a total of 150 respondents. Data analysis was conducted using the PLS-SEM method with using SmartPLS 4 software. The results showed that TikTok Live Shopping and User Generated Content had a significant positive effect on Purchase Intention, both directly and through Brand Trust. In addition, Brand Trust was proven to have a significant positive effect on Purchase Intention and acted as a partial mediator in the influence between TikTok Live Shopping and User Generated Content on Purchase Intention. These findings indicate that brand trust is an important factor in driving Purchase Intention in the social commerce behavior of Generation Alpha. Recommendations for future researchers include adding variables such as parental influence and price to research models related to the social commerce behavior of Generation Alpha.

Keywords: *TikTok Live Shopping, User Generated Content, Brand Trust, Purcahse Intention, Alpha Generation.*