

## ABSTRAK

Perkembangan pemasaran digital melalui media sosial semakin pesat, salah satunya pada platform TikTok yang banyak dimanfaatkan pelaku usaha untuk mempromosikan produk fashion. Penelitian ini bertujuan untuk menganalisis pengaruh kualitas video promosi, kredibilitas influencer, dan program giveaway terhadap keputusan pembelian produk fashion di TikTok. Penelitian menggunakan pendekatan kuantitatif dengan sampel sebanyak 96 responden yang dipilih melalui teknik purposive sampling. Pengumpulan data dilakukan melalui kuesioner online menggunakan Google Form dan diolah dengan aplikasi SPSS.

Hasil penelitian menunjukkan bahwa kualitas video promosi berpengaruh positif dan signifikan terhadap keputusan pembelian. Kredibilitas influencer juga terbukti memberikan pengaruh positif dan signifikan terhadap keputusan pembelian produk fashion. Selain itu, program giveaway berpengaruh positif dan signifikan dalam mendorong keputusan pembelian. Secara simultan, ketiga variabel independen kualitas video promosi, kredibilitas influencer, dan program giveaway berpengaruh signifikan terhadap keputusan pembelian produk fashion di TikTok.

Berdasarkan hasil tersebut, dapat disimpulkan bahwa strategi pemasaran melalui TikTok perlu memperhatikan kualitas konten video, pemilihan influencer yang kredibel, serta perancangan program giveaway yang menarik agar dapat meningkatkan keputusan pembelian konsumen. Penelitian ini diharapkan dapat menjadi referensi bagi pelaku usaha dalam merancang strategi pemasaran digital yang lebih efektif, serta menjadi bahan acuan bagi penelitian selanjutnya.

Kata kunci: kualitas video promosi, kredibilitas influencer, program giveaway, keputusan pembelian, TikTok.

## ABSTRACT

*The development of digital marketing through social media is growing rapidly, one of which is on the TikTok platform, which is widely used by business actors to promote fashion products. This study aims to analyze the influence of promotional video quality, influencer credibility, and giveaway programs on purchasing decisions for fashion products on TikTok. The research uses a quantitative approach with a sample of 96 respondents selected through purposive sampling techniques. Data were collected through online questionnaires using Google Forms and processed with the SPSS application.*

*The results show that promotional video quality has a positive and significant effect on purchasing decisions. Influencer credibility is also proven to have a positive and significant influence on purchasing decisions for fashion products. In addition, giveaway programs have a positive and significant effect in encouraging purchasing decisions. Simultaneously, the three independent variables—promotional video quality, influencer credibility, and giveaway programs—have a significant influence on purchasing decisions for fashion products on TikTok.*

*Based on these results, it can be concluded that marketing strategies through TikTok need to pay attention to the quality of video content, the selection of credible influencers, and the design of attractive giveaway programs in order to increase consumer purchasing decisions. This study is expected to serve as a reference for business actors in designing more effective digital marketing strategies, as well as a reference for future research.*

*Keywords: promotional video quality, influencer credibility, giveaway programs, purchasing decisions, TikTok.*