

ABSTRAK

PENGARUH PROMOSI DIGITAL TERHADAP PERILAKU KONSUMTIF MASYARAKAT PENGGUNA TIKTOK SHOP DI KECAMATAN BULELENG

Oleh

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Dampak promosi digital terhadap kecenderungan perilaku konsumtif pada pengguna TikTok Shop di Kecamatan Buleleng menjadi fokus utama dalam penelitian ini. Dengan menerapkan metode kuantitatif berskala kausal, data dikumpulkan melalui kuesioner yang disebarakan kepada 100 sampel masyarakat setempat, di mana penentuan jumlah sampel dihitung menggunakan rumus Slovin. Temuan penelitian membuktikan bahwa promosi digital memiliki kontribusi positif dan signifikan dalam memicu perilaku konsumtif. Melalui analisis koefisien determinasi, diketahui bahwa promosi digital mendominasi pengaruh sebesar 87,4%, sementara sisanya sebesar 12,6% bersumber dari variabel lain yang tidak dikaji. Menyikapi fenomena ini, masyarakat diimbau untuk lebih rasional dalam merespons iklan digital serta memperkuat pengendalian diri saat berbelanja.

Kata-kata kunci : promosi digital, perilaku konsumtif, *tiktok shop*, masyarakat, kontrol diri.

ABSTRACT

THE EFFECT OF DIGITAL PROMOTION ON CONSUMER BEHAVIOR OF TIKTOK SHOP USERS IN BULELENG DISTRICT

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ABSTRACT

The impact of digital promotion on the tendency for consumptive behavior among TikTok Shop users in Buleleng District is the main focus of this study. Using a causal quantitative method, data was collected through questionnaires distributed to 100 local community members, with the sample size calculated using the Slovin formula. The research findings demonstrate that digital promotion has a positive and significant contribution to triggering consumptive behavior. A coefficient of determination analysis revealed that digital promotion dominated the influence, accounting for 87.4%, while the remaining 12.6% came from other unexamined variables. In response to this phenomenon, the public is encouraged to be more rational in responding to digital advertising and to strengthen self-control when shopping.

Keywords: digital promotion, consumer behavior, TikTok shop, society, self-control.