

ABSTRAK

M. Fahmi Pratama, NPM : 71230312115, Pengaruh Kredibilitas *Influencer*, Persepsi Risiko dan Gaya Hidup Terhadap Minat Beli *Online* di TikTok Shop (Survey pada Mahasiswa/i Fakultas Ekonomi dan Bisnis Universitas Islam Sumatera Utara), Dibimbing oleh : Dr. T. Ahmad Helmi, S.E., M.Si sebagai Pembimbing I dan Julkarnain, S.Ag., S.E., M.M sebagai Pembimbing II.

Rumusan masalah dalam penelitian ini adalah apakah Kredibilitas *Influencer*, Persepsi Risiko dan Gaya Hidup secara serempak dan parsial berpengaruh positif dan signifikan terhadap Minat Beli *Online* di TikTok Shop. Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh Kredibilitas *Influencer*, Persepsi Risiko dan Gaya Hidup terhadap Minat Beli *Online* di TikTok Shop (Survey pada Mahasiswa/i Fakultas Ekonomi dan Bisnis Universitas Islam Sumatera Utara). Populasi dalam penelitian ini adalah Mahasiswa/i Fakultas Ekonomi dan Bisnis Universitas Islam Sumatera Utara yang menggunakan media sosial TikTok. Jumlah sampel dalam penelitian ini adalah 100 orang responden dengan teknik pengambilan sampel *non probability sampling*. Pengumpulan data menggunakan kuesioner. Teknik analisis data menggunakan analisis regresi linear berganda. Hasil penelitian ini menunjukkan bahwa secara serempak Kredibilitas *Influencer*, Persepsi Risiko dan Gaya Hidup berpengaruh positif dan signifikan terhadap Minat Beli *Online* di TikTok Shop. Uji parsial menunjukkan bahwa Kredibilitas *Influencer*, Persepsi Risiko dan Gaya Hidup masing-masing berpengaruh positif dan signifikan terhadap Minat Beli *Online* di TikTok Shop.

Kata Kunci: Kredibilitas *Influencer*, Persepsi Risiko, Gaya Hidup, Minat Beli, TikTok

ABSTRACT

M. Fahmi Pratama, NPM : 71230312115, *The Effect of Influencer Credibility, Risk Perception and Lifestyle on Online Purchase Intention in TikTok Shop (Survey on Students of the Faculty of Economic and Business, Islamic University of North Sumatra)*, Supervised by : Dr. T. Ahmad Helmi, S.E., M.Si as Supervisor I and Julkarnain, S.Ag., S.E., M.M as Supervisor II.

The formulation of the problem in this research is whether Influencer Credibility, Risk Perception and Lifestyle simultaneously and partially have a positive and significant effect on Online Purchase Intention in TikTok Shop. This research aims to determine and analyze the effect of Influencer Credibility, Risk Perception and Lifestyle on Online Purchase Intention in TikTok Shop (Survey on Students of the Faculty of Economics and Business, Islamic University of North Sumatra). The population in this research are Students of the Faculty of Economics and Business, Islamic University of North Sumatra who use TikTok. The number of samples in this research are 100 respondents with the non probability sampling technique. Data collection using a questionnaire. The data analysis method used is multiple linear regression analysis techniques. The results of this research shows that the Influencer Credibility, Risk Perception and Lifestyle have a positive and significant effect simultaneously on Online Purchase Intention in TikTok Shop. The partial test shows that the Influencer Credibility, Risk Perception and Lifestyle each have a positive and significant effect on Online Purchase Intention in TikTok Shop.

Keyword: *Influencer Credibility, Risk Perception, Lifestyle, Purchase Intention, TikTok*