

The Impact of Price and Advertising on Consumer Purchase Intention on the TikTok Application (A Case Study of Digital Business Students at Politeknik Negeri Jember)

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ABSTRACT

This study aims to analyze and examine the effect of price and advertising on online purchase intention on the TikTok application among students of the Digital Business Study Program at Politeknik Negeri Jember. This research employs a quantitative approach, with data collected through the distribution of questionnaires directly to respondents. The sampling technique used was non-probability sampling with a purposive sampling approach, involving a total of 55 respondents. The collected data were analyzed using multiple linear regression analysis with the assistance of SPSS version 29 software. The results indicate that price and advertising, both partially and simultaneously, have a significant effect on online purchase intention on the TikTok application.

Key words: *price, advertising, online purchase intention, tiktok*