

ABSTRACT

The importance of understanding how Perceived enjoyment can influence purchase intention in the context of TikTok Live Shopping is at the core of this research. With this understanding, sellers and brands can more effectively utilize this platform to increase their sales. The purpose of this study is to determine the effect of perceived enjoyment on purchase intention among TikTok live shopping consumers in Bandung City.

This research uses quantitative research methods because it uses field data in the form of numbers which are then analyzed descriptively using descriptive statistics so that the resulting hypothesis can be concluded. The quantitative approach is used to evaluate questionnaire data related to perceived enjoyment and purchase intention based on the perceptions of the people of Bandung City. Data collection techniques in this study were carried out in several ways obtained from various data sources. The data source for collecting research data is primary data sources, this data is obtained from observations of the object of research, questionnaires or questionnaires and from the results of interviews.

From the F test data, the calculated F value is 8.007 with a significance level of 0.004. So it is concluded that $8.007 > 3.02$ and a significance level of $0.004 < 0.05$. Therefore, this causes H_0 to be rejected and H_a is accepted, which means that there is an effect of perceived enjoyment on purchase intention on the TikTok Live Shopping feature. To increase Purchase Intention, the suggestion that can be implemented is to focus efforts on increasing consumer trust. This can be done by further considering the reviews available on the Tiktok Live Shopping feature, so that consumers feel more confident and get the information needed before making a purchase. For future researchers, the perceived enjoyment variable can be tested for its influence on purchase intention by adding other variables as mediating variables to strengthen the relationship between the two variables.

Keyword: Perceived Enjoyment, Purchase Intention, TikTok Live Shop.