

ABSTRACT

Many brands and MSMEs in the city of Bandung have started to look at the Tiktok live streaming feature because of the promising trends and opportunities so that brands or MSMEs in the city of Bandung take advantage of this feature. this research can contribute to developing more effective marketing strategies in this digital era, especially in the context of live shopping on the TikTok platform.

This study aims to analyze the impact of perceived enjoyment and live streaming on purchase intention on the TikTok platform by focusing on the people of Bandung City. The goal is to identify and validate whether perceived enjoyment and live streaming on purchase intention have a significant effect on purchase intention, and how these variables can affect financial management to achieve prosperity.

The method used in this research is quantitative with a descriptive approach. In sampling technique used is non-probability sampling method and purposive sampling, with a total of 100 respondents. In addition, data analysis was carried out through descriptive analysis and multiple linear regression.

The results of the analysis show that the t-value of the Perceived Enjoyment (X1) variable reaches 5.581, while the Live Streaming (X2) variable produces a t-value of 4.967. In addition, the simultaneous influence between the Perceived Enjoyment (X1) and Live Streaming (X2) variables obtained an F-value of 143.163, with measurable significance. In addition, this study has a coefficient of determination value indicated by R Square of 0.747. This shows that the proportion of the influence of the Perceived Enjoyment (X1) and Live Streaming (X2) variables on the Purchase Intention variable is 74.7%. Which means that the Perceived Enjoyment (X1) and Live Streaming (X2) variables have an influence of 74.7% on the Purchase Intention variable while the remaining 25.3% is influenced by other variables that are not in the linear regression model.

Keyword: *perceived enjoyment, live streaming, purchase intention*