

ABSTRACT

This study was conducted to determine the influence of live streaming and brand image on purchasing decisions for Skintific products among the Purwokerto community. The background of this study is based on the increasing trend of live streaming use in digital marketing and the importance of brand image in shaping consumer perceptions and decisions. Theoretically, this study refers to the concepts of consumer behavior, digital marketing communications, and brand image formation, while practically, this research is relevant to modern marketing strategies that increasingly rely on interactive social media. The problem raised is how live streaming and brand image can influence purchasing decisions, both partially and simultaneously. This study is important because it provides an actual picture of consumer behavior in the digital ecosystem and serves as a reference for business actors in optimizing live streaming content as a promotional medium. Using a quantitative approach and regression analysis, the results of the study indicate that both live streaming and brand image have a significant influence on purchasing decisions.

Keywords: Brand image, Live streaming, Digital Marketing, TikTok