

ABSTRAK

PENGARUH *CONTENT CREATOR* DAN *ONLINE CUSTOMER REVIEW* TERHADAP KEPUTUSAN PEMBELIAN PRODUK PERAWATAN WAJAH DI *TIKTOK SHOP* (SURVEI PADA KONSUMEN *SKIN1004*)

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Perkembangan belanja *online* telah berkembang pesat seiring dengan meningkatnya jumlah pengguna internet di setiap tahunnya. Saat ini *platform* media sosial yang populer dan sering digunakan oleh para pengguna adalah TikTok. TikTok tidak hanya menawarkan konten video pendek yang menghibur dan kreatif, tetapi juga mengintegrasikan proses pembelian dalam satu aplikasi. Penelitian ini bertujuan untuk mengetahui pengaruh *content creator* dan *online customer review* terhadap keputusan pembelian konsumen *Skin1004* di *TikTok Shop*. Penelitian ini berlandaskan teori pemasaran dan perilaku konsumen dengan menggunakan jenis penelitian *explanatory research* dengan pendekatan kuantitatif. Teknik sampel menggunakan *purposive sampling* dengan perhitungan rumus *cochran* mendapatkan hasil 385 responden. Pengumpulan data dilakukan dengan metode penyebaran kuesioner kepada konsumen *Skin1004* pengguna *TikTok Shop* melalui media sosial, yang kemudian dianalisis menggunakan program SPSS versi 27. Teknik analisis data yang digunakan meliputi uji validitas, uji reliabilitas, statistik deskriptif, analisis regresi linear berganda, uji asumsi klasik, dan uji hipotesis. Hasil penelitian menunjukkan bahwa secara parsial *content creator* dan *online customer review* berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen *Skin1004* pengguna *TikTok Shop*. Kemudian secara simultan *content creator* dan *online customer review* berpengaruh secara positif dan signifikan terhadap keputusan pembelian konsumen *Skin1004* pengguna *TikTok Shop*.

Kata Kunci: *Content Creator, Online Customer Review, Keputusan Pembelian, TikTok Shop.*

ABSTRACT

THE INFLUENCE OF CONTENT CREATORS AND ONLINE CUSTOMER REVIEWS ON PURCHASE DECISIONS FOR FACIAL CARE PRODUCTS ON TIKTOK SHOP (SURVEY OF SKIN1004 CONSUMERS)

By

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The development of online shopping has accelerated rapidly alongside the increasing number of internet users each year. TikTok is currently one of the most popular and widely used social media platforms. It not only offers entertaining and creative short video content but also integrates the purchasing process into a single application. This study aims to examine the influence of content creators and online customer reviews on consumers' purchasing decisions for Skin1004 products on TikTok Shop. The research is grounded in marketing and consumer behavior theories, using an explanatory research design with a quantitative approach. The sampling method used is purposive sampling, with the Cochran formula calculation yielding 385 respondents. Data collection was conducted using the method of distributing questionnaires to Skin1004 consumers who use TikTok Shop via social media, which was then analyzed using SPSS version 27. The data analysis techniques included validity tests, reliability tests, descriptive statistics, multiple regression analysis, classical assumption tests, and hypothesis tests. The study's results reveal that, partially, content creators and online customer reviews have a positive and significant influence on consumers' purchasing decisions for Skin1004 products on TikTok Shop. Additionally, both content creators and online customer reviews, when considered simultaneously, positively and significantly influence consumers' purchasing decisions for Skin1004 products on TikTok Shop.

Keywords: Content Creator, Online Customer Review, Purchase Decisions, TikTok Shop.