

ABSTRAK

PENGARUH *ONLINE CUSTOMER REVIEW* DAN *INFLUENCER REVIEW* TERHADAP NIAT PEMBELIAN PRODUK SOMETHINC PADA *SOCIAL COMMERCE* TIKTOK

(Studi Pada Pengguna TikTok di Bandar Lampung)

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Perkembangan pesat teknologi dibidang internet dan platform media sosial memicu kemunculan *social commerce* sebagai integrasi *e-commerce* dan platform media sosial. *Review* yang merupakan bentuk dari *electronic word-of-mouth (e-WOM)* menjadi salah satu sumber informasi utama yang diandalkan dalam *social commerce*. Namun, maraknya *buzzer* dan *endorsement* yang menghadirkan *review* palsu saat ini telah mengurangi relevansi dan kepercayaan konsumen terhadap informasi pada *e-WOM* yang meliputi *online customer review* dan *influencer review*. Tujuan penelitian ini untuk mengetahui pengaruh *online customer review* dan *influencer review* terhadap niat pembelian produk Somethinc pada *social commerce* TikTok. Penelitian ini menggunakan metode kuantitatif dengan teknik *purposive sampling* yang melibatkan 120 responden pengguna TikTok di Bandar Lampung. Analisis data dilakukan menggunakan uji regresi linear berganda melalui *software* SPSS 27. Hasil penelitian ini menunjukkan bahwa *online customer review* dan *influencer review* berpengaruh positif dan signifikan terhadap niat beli. Temuan ini mengartikan bahwa ketika konsumen melihat *online customer review* dan *influencer review*, maka akan memperkuat niat pembelian terhadap produk Somethinc pada *social commerce* TikTok.

Kata Kunci : *Online Customer Review, Influencer Review, Electronic word-of-mouth, Niat Beli.*

ABSTRACT

THE INFLUENCE OF ONLINE CUSTOMER REVIEW AND INFLUENCER REVIEW ON PURCHASE INTENTION OF SOMETHINC PRODUCTS ON TIKTOK SOCIAL COMMERCE (Studi on TikTok Users in Bandar Lampung)

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The rapid development of technology in the field of internet and social media platforms has triggered the emergence of social commerce as an integration of e-commerce and social media platforms. Review, a form of electronic word-of-mouth (e-WOM), have become a primary source of information relied upon in social commerce. However, the rise of buzzers and endorsements that present fake reviews has currently reduced the relevance and consumer trust in e-WOM information, which including online customer reviews and influencer reviews. The purpose of this research is to determine the influence of online customer reviews and influencer reviews on the purchase intention of Somethinc products on TikTok social commerce. This research using a quantitative method with a purposive sampling technique an involving 120 respondents TikTok user in Bandar Lampung. Data analysis was conducted using multiple linear regression analysis through SPSS 27 software. The result of this research indicate that online customer reviews and influencer reviews have a positive and significant effect on purchase intention. These findings imply that when consumers see online customer reviews and influencer reviews it will strengthen their purchase intention towards Somethinc product on TikTok social commerce.

Keywords : Online Customer Review, Influencer Review, Electronic word-of-mouth, Purchase Intention.