

ABSTRAK

PENGARUH TAYANGAN TIKTOK @drrichardlee TERHADAP KEPUTUSAN PEMBELIAN PRODUK SKINCARE (Studi pada Mahasiswa S1 Ilmu Komunikasi Universitas Lampung)

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Penelitian ini menganalisis pengaruh tayangan TikTok @drrichardlee terhadap keputusan pembelian produk *skincare* pada mahasiswa Ilmu Komunikasi Universitas Lampung. Variabel bebasnya adalah tayangan TikTok @drrichardlee (X), dan variabel terikatnya adalah keputusan pembelian produk *skincare* (Y). Menggunakan pendekatan kuantitatif dan metode survei, data dikumpulkan dari 261 responden mahasiswa S1 Ilmu Komunikasi Universitas Lampung angkatan 2020-2023. Teknik pengambilan sampel adalah *Proportionate Stratified Random Sampling*. Hasil uji validitas menunjukkan semua item pernyataan valid. Uji reliabilitas menunjukkan kedua variabel memiliki reliabilitas sangat tinggi (Cronbach's Alpha $X=0,914$, $Y=0,947$). Analisis regresi linear sederhana menghasilkan persamaan $Y = 1,010 + 1,105x$, yang mengindikasikan pengaruh positif tayangan TikTok @drrichardlee terhadap keputusan pembelian *skincare*. Koefisien korelasi 0,944 menunjukkan hubungan sangat kuat. Koefisien determinasi (R^2) sebesar 0,891 berarti 89,1% variasi keputusan pembelian dijelaskan oleh tayangan TikTok @drrichardlee. Uji hipotesis (uji t) menunjukkan $t_{hitung} (45,911) > t_{tabel} (0,675)$, sehingga H_0 ditolak dan H_a diterima, membuktikan pengaruh positif dan signifikan. Penelitian ini sejalan dengan teori *Uses and Effects*, yang menyatakan bahwa penggunaan media aktif dapat memengaruhi sikap dan perilaku individu. Konten edukatif akun @drrichardlee terbukti memengaruhi proses keputusan pembelian mahasiswa, dari pengenalan kebutuhan hingga perilaku pasca pembelian.

Kata Kunci: Tayangan TikTok, Keputusan Pembelian, *Skincare*, *Uses and Effects Theory*.

ABSTRACT

THE INFLUENCE OF TIKTOK @drrichardlee IMPRESSIONS OF SKINCARE PRODUCT PURCHASE DECISIONS

***(A Study on Undergraduate Communication Science Students of Lampung
University)***

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This research analyzes the influence of TikTok content from @drrichardlee on skincare product purchasing decisions among Communication Science students at Lampung University. The independent variable is TikTok content from @drrichardlee (X), and the dependent variable is skincare product purchasing decisions (Y). Using a quantitative approach and a survey method, data were collected from 261 active undergraduate Communication Science students at Lampung University from the 2020-2023 cohorts. The sampling technique used was Proportionate Stratified Random Sampling. Validity tests showed all statement items for both variables were valid. Reliability tests using Cronbach's Alpha indicated very high reliability for both variables ($X=0.914$, $Y=0.947$). Simple linear regression analysis yielded the equation $Y = 1.010 + 1.105x$, demonstrating a positive influence of TikTok content from @drrichardlee on skincare purchasing decisions. A correlation coefficient of 0.944 indicated a very strong relationship. The coefficient of determination (R^2) of 0.891 means that 89.1% of the variation in purchasing decisions can be explained by @drrichardlee's TikTok content. The hypothesis test (t-test) showed a $t_{count} (45.911) > t_{table} (0.675)$, leading to the rejection of H_0 and acceptance of H_a , proving a positive and significant influence. These findings align with the Uses and Effects theory, where active media use can influence individual attitudes and behaviors. The educational content from @drrichardlee's account was found to influence students purchasing decision process, from need recognition to post-purchase behavior.

Keywords: *TikTok Content, Purchasing Decisions, Skincare, Uses and Effects Theory.*