

ABSTRAK
PENGARUH *INFLUENCER ENDORSEMENT* PADA IKLAN MEDIA
SOSIAL TIKTOK TERHADAP KEPUTUSAN PEMBELIAN *SKINCARE*
MEREK KAHF

Oleh:

Ryan Kurniawan

Pertumbuhan penggunaan media sosial di Indonesia, khususnya platform TikTok, telah mengubah cara konsumen berinteraksi dengan merek dan melakukan keputusan pembelian. Penelitian ini bertujuan untuk menganalisis pengaruh *influencer endorsement* dan iklan media sosial terhadap keputusan pembelian produk *skincare* pria merek Kahf. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan teknik *non-probability* sampling jenis *purposive sampling*. Data dikumpulkan melalui penyebaran kuesioner kepada 156 responden pengguna aktif TikTok di Bandar Lampung yang pernah melihat promosi produk Kahf. Variabel independen dalam penelitian ini adalah *influencer endorsement* dan iklan media sosial, sedangkan variabel dependennya adalah keputusan pembelian. Analisis data dilakukan menggunakan regresi linier berganda melalui perangkat lunak SPSS 27.0. Hasil penelitian menunjukkan bahwa *influencer endorsement* dan iklan media sosial memiliki pengaruh positif dan signifikan terhadap keputusan pembelian *skincare* Kahf. Temuan ini menegaskan pentingnya strategi pemasaran digital berbasis media sosial dalam membangun kepercayaan dan meningkatkan keputusan pembelian konsumen pria terhadap produk lokal.

Kata kunci: influencer endorsement, iklan media sosial, keputusan pembelian, skincare Kahf, TikTok.

ABSTRACT***THE EFFECT OF INFLUENCER ENDORSEMENT ON SOCIAL MEDIA
ADVERTISING TIKTOK ON THE PURCHASE DECISION OF THE KAHF
SKINCARE BRAND******By:***

Ryan Kurniawan

The rapid growth of social media usage in Indonesia, particularly on the TikTok platform, has transformed the way consumers interact with brands and make purchasing decisions. This study aims to analyze the effect of influencer endorsement and social media advertising on the purchase decisions of men's skincare products under the Kahf brand. The research employs a quantitative approach using a non-probability purposive sampling technique. Data were collected through questionnaires distributed to 156 active TikTok users in Bandar Lampung who had previously seen Kahf product promotions. The independent variables in this study are influencer endorsement and social media advertising, while the dependent variable is the purchase decision. Data analysis was conducted using multiple linear regression through SPSS version 27.0. The results indicate that both influencer endorsement and social media advertising have a positive and significant effect on consumers' purchase decisions regarding Kahf skincare products. These findings highlight the importance of social-media-based digital marketing strategies in building consumer trust and enhancing male consumers' purchase decisions toward local products.

Keywords: influencer endorsement, social media advertising, purchase decision, Kahf skincare, TikTok.