

ABSTRAK

PENGARUH *CONTENT MARKETING*, *INFLUENCER*, DAN *ONLINE CUSTOMER REVIEW* TERHADAP KEPUTUSAN PEMBELIAN DI *TIKTOK SHOP* PADA MAHASISWA PENDIDIKAN EKONOMI UNIVERSITAS LAMPUNG

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Penelitian ini bertujuan untuk menganalisis pengaruh content marketing, influencer, dan online customer review terhadap keputusan pembelian di TikTok Shop pada mahasiswa Pendidikan Ekonomi Universitas Lampung. Dengan menggunakan metode kuantitatif dan pendekatan ex post facto, data diperoleh melalui penyebaran kuesioner kepada 111 responden dan dianalisis menggunakan uji regresi linear sederhana serta berganda melalui program SPSS.

Hasil penelitian menunjukkan bahwa ketiga variabel tersebut, baik secara parsial maupun simultan, berpengaruh positif dan signifikan terhadap keputusan pembelian, dengan kontribusi terbesar berasal dari variabel content marketing. Temuan ini menegaskan bahwa strategi pemasaran digital berbasis konten yang menarik, kredibilitas influencer, serta ulasan pelanggan yang jujur dan informatif mampu meningkatkan kepercayaan dan mendorong minat beli konsumen di TikTok Shop. Implikasi penelitian ini menunjukkan bahwa pelaku usaha perlu mengoptimalkan kualitas konten promosi, menjalin kerja sama dengan influencer yang autentik dan relevan dengan target pasar, serta mengelola ulasan pelanggan secara transparan guna memperkuat citra merek, meningkatkan loyalitas konsumen, dan memaksimalkan efektivitas pemasaran digital di platform media sosial.

Kata Kunci: Content Marketing, Influencer, Online Customer Review, Keputusan Pembelian, dan TikTok Shop.

ABSTRACT

THE EFFECT OF CONTENT MARKETING, INFLUENCERS, AND ONLINE CUSTOMER REVIEWS ON PURCHASING DECISIONS ON TIKTOK SHOP AMONG ECONOMICS STUDENTS AT LAMPUNG UNIVERSITY

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This study aims to analyze the influence of content marketing, influencers, and online customer reviews on purchasing decisions at TikTok Shop among students of the Economic Education Department at the University of Lampung. Using a quantitative method with an ex post facto approach, data were collected through questionnaires distributed to 111 respondents and analyzed using simple and multiple linear regression tests with the SPSS program. The results indicate that all three variables, both partially and simultaneously, have a positive and significant effect on purchasing decisions, with the greatest contribution coming from the content marketing variable. These findings emphasize that digital marketing strategies based on engaging content, influencer credibility, and honest as well as informative customer reviews can enhance consumer trust and drive purchase intentions on TikTok Shop. The implications of this study suggest that business practitioners should optimize the quality of promotional content, collaborate with authentic influencers who align with the target market, and manage customer reviews transparently to strengthen brand image, improve consumer loyalty, and maximize the effectiveness of digital marketing on social media platforms.

Key Words: Content Marketing, Influencer, Online Customer Review, Purchase Decision, and TikTok Shop.