

ABSTRACT

The Influence of Digital Marketing, Influencers, and Online Customer Reviews on Purchasing Decisions on Bening's Skincare Beauty Products on the Tiktok Shop Platform

By :

Putri Syania Awidiya Hapsari

2222310016

putrisyania04@gmail.com

Purchasing decisions can be influenced by producers with information about their products or services that can inform the consumer evaluation process through Digital Marketing, Influencers, and Online Customer Reviews. This research aims to empirically prove the influence of Digital Marketing, Influencers, and Online Customer Reviews on Purchase Decisions for Bening's Skincare beauty products at the TikTok Shop. This research method uses quantitative methods to analyze model relationships by looking at which factors or variables can significantly influence the dependent variable. The population in this study is an infinite population which refers to customers who use Bening's Skincare beauty products where the population growth is unlimited and cannot be known with certainty. The sample selection in this study used a purposive sampling method, by determining the number of samples using the Lemshow formula so that 96 respondents were obtained as samples. The results of the research show that Digital Marketing does not have a significant effect on Purchase Decisions for Bening's Skincare beauty products on the Tiktok Shop Platform, while Influencers have a significant positive influence on Purchase Decisions for Bening's Skincare beauty products on the Tiktok Shop Platform, this is because it is proven that the more often potential consumers view them Testimonial or review content from influencers will give consumers greater encouragement in making purchasing decisions about that product. and Online Customer Reviews have a significant positive effect on Purchasing Decisions on Bening's Skincare beauty products on the Tiktok Shop Platform, this can be interpreted that online customer reviews play a very important role in influencing purchasing decisions because these reviews provide direct insight from other customers' experiences, helping prospective buyers to make the best decision.

Keywords: Digital Marketing, Influencers, Online Customer Reviews, and Purchase Decisions.