

ABSTRAK

Skripsi dengan judul “Pengaruh *Digital Marketing Daily Content, Review Influencer* Dan *Rating Review* Terhadap Keputusan Pembelian Produk *Sunscreen* Pada Tiktok Shop (Studi Pada Mahasiswa Program Studi Manajemen Bisnis Syariah Uin Sayyid Ali Rahmatullah Tulungagung 2021)” ini ditulis oleh Nila Nafisatul Bashiroh, NIM 126405211009, Program Studi Manajemen Bisnis Syariah, Fakultas Ekonomi dan Bisnis Islam, UIN Sayyid Ali Rahmatullah Tulungagung, dengan dosen Pembimbing Ibu Citra Mulya Sari S.E.Sy.,M.E.

Penelitian ini dilatarbelakangi oleh perkembangan teknologi digital telah mengubah cara masyarakat dalam mengakses informasi dan berinteraksi, termasuk aktivitas pemasaran dan pembelian produk *Sunscreen*. Salah satu platform yang saat ini memiliki pengaruh besar dalam pemasaran *digital* adalah TikTok. Namun, tidak semua pemasaran yang dilakukan secara *digital* mampu memengaruhi keputusan pembelian calon konsumen. Untuk itu diperlukan strategi yang tepat guna memengaruhi keputusan konsumen dengan mengoptimalkan *Digital Marketing daily content, review Influencerr* yang menarik, dan *rating review* yang tinggi.

Tujuan dari penelitian ini adalah untuk (1) menguji pengaruh *Digital Marketing Daily Content, Review Influencer, Rating Review* terhadap Keputusan pembelian produk *Sunscreen* di TikTokShop, (2) menguji pengaruh *Digital Marketing Daily Content* terhadap Keputusan pembelian produk *Sunscreen* di TikTokShop, (3) menguji pengaruh *Review Influencer* terhadap Keputusan pembelian produk *Sunscreen* di TikTokShop, (4) menguji pengaruh *Rating Review* terhadap Keputusan pembelian produk *Sunscreen* di TikTokShop.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis asosiatif. Teknik pengambilan sampel pada penelitian ini menggunakan *non probability sampling purposive sampling* dengan sampel 111 responden yaitu mahasiswi Program Studi Manajemen Bisnis Syariah, Fakultas Ekonomi dan Bisnis Islam, UIN Sayyid Ali Rahmatullah Tulungagung 2021. Metode analisis data berupa Regresi Linier Berganda.

Hasil penelitian menunjukkan bahwa (1) secara simultan variabel *Digital Marketing Daily Content, Review Influencer* dan *Rating Review* berpengaruh positif signifikan terhadap keputusan pembelian produk *Sunscreen* di TikTokShop (2) *Digital Marketing Daily Content* tidak berpengaruh secara signifikan terhadap keputusan pembelian produk *Sunscreen* di TikTokShop (3) *Review Influencer* berpengaruh secara signifikan terhadap keputusan pembelian produk *Sunscreen* di TikTokShop (4) *Rating Review* berpengaruh secara signifikan terhadap keputusan pembelian produk *Sunscreen* di TikTokShop.

Kata Kunci: *Digital Marketing Daily Content, Review Influencer, Rating Review, Keputusan Pembelian, TikTokShop, Sunscreen*

ABSTRACT

The thesis with the title "The Influencer of Digital Marketing Daily Content, Review Influencer and Rating Review on Sunscreen Product Purchase Decisions on Tiktok Shop (Study on Students of the Sharia Business Management Study Program Uin Sayyid Ali Rahmatullah Tulungagung 2021)" was written by Nila Nafisatul Bashiroh, NIM 126405211009, Sharia Business Management Study Program, Faculty of Islamic Economics and Business, UIN Sayyid Ali Rahmatullah Tulungagung, with the Supervisor Mrs. Citra Mulya Sari, S.E.Sy., M.E.

This research is motivated by the development of digital technology that has changed the way people access information and interact, including marketing activities and purchasing Sunscreen products. One of the platforms that currently has a great Influencer in Digital Marketing is TikTok. However, not all marketing done digitally is able to Influencer the purchase decision of potential consumers. For this reason, the right strategy is needed to Influencer consumer decisions by optimizing Digital Marketing daily content, attractive Influencerr reviews, and high review ratings.

The purpose of this study is to (1) examine the Influencer of Digital Marketing Daily Content, Review Influencer, Rating Review on Sunscreen product purchase decisions on TikTokShop, (2) test the Influencer of Digital Marketing Daily Content on Sunscreen product purchase decisions on TikTokShop, (3) test the Influencer of Review Influencer on Sunscreen product purchase decisions on TikTokShop, (4) test the Influencer of Rating Review on Sunscreen product purchase decisions on TikTokShop.

This study uses a quantitative approach with an associative type. The sampling technique in this study uses non-probability sampling purposive sampling with a sample of 111 respondents, namely students of the Sharia Business Management Study Program, Faculty of Islamic Economics and Business, UIN Sayyid Ali Rahmatullah Tulungagung 2021.

The data analysis method is in the form of Multiple Linear Regression. The results of the study show that (1) simultaneously the variables Digital Marketing Daily Content, Review Influencer and Rating Review have a significant positive effect on the decision to purchase Sunscreen products on TikTokShop (2) Digital Marketing Daily Content does not have a significant effect on the decision to purchase Sunscreen products on TikTokShop (3) Review Influencer has a significant effect on the decision to purchase Sunscreen products on TikTokShop (4) Rating Review has an effect significantly on the purchase decision of Sunscreen products on TikTokShop.

Keywords: Digital Marketing Daily Content, Influencer Review, Rating Review, Purchase Decision, TikTokShop, Sunscreen