

ABSTRAK

Skripsi dengan judul “Pengaruh Influencer TikTok, Citra Merek, dan Pemasaran Viral terhadap Keputusan Pembelian Produk Skincare pada Generasi Z di Karesidenan Kediri dengan Pengetahuan Produk sebagai Variabel Intervening” yang ditulis oleh Pricilia Intan Sakila NIM. 126405213212. Fakultas Ekonomi dan Bisnis Islam, Jurusan Bisnis dan Manajemen, Program Studi Manajemen Bisnis Syariah, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, dengan Dosen Pembimbing: Sri Eka Astutiningsih, S.E., M.M.

Kata Kunci: Influencer TikTok, Citra Merek, Pemasaran Viral, Keputusan Pembelian, Pengetahuan Produk.

Penelitian ini dilatarbelakangi oleh minat Generasi Z dalam produk skincare untuk merawat diri dan menjaga kesehatan kulit. Maraknya penggunaan media sosial, khususnya TikTok sebagai media pemasaran, menjadikan influencer, citra merek dan pemasaran viral strategi yang umum digunakan oleh pelaku bisnis skincare. Penelitian ini mengkaji pengaruh ketiganya terhadap keputusan pembelian dengan pengetahuan produk sebagai variabel intervening.

Tujuan penelitian ini dilakukan untuk (1) Mengetahui pengaruh *influencer* tiktok terhadap keputusan pembelian, (2) Mengetahui pengaruh citra merek terhadap keputusan pembelian (3) Mengetahui pengaruh pemasaran viral terhadap keputusan pembelian, (4) Mengetahui pengaruh *influencer* tiktok terhadap pengetahuan produk skincare, (5) Mengetahui pengaruh citra merek terhadap pengetahuan produk produk skincare, (6) Mengetahui pengaruh pemasaran viral terhadap pengetahuan produk produk skincare, (7) Mengetahui pengaruh pengetahuan produk terhadap keputusan pembelian produk skincare, (8) Mengetahui pengaruh *influencer* tiktok terhadap keputusan pembelian melalui pengetahuan produk, (9) Mengetahui pengaruh citra merek terhadap keputusan pembelian melalui pengetahuan produk, (10) Mengetahui pengaruh pemasaran viral terhadap keputusan pembelian melalui pengetahuan produk.

Penelitian menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif dengan taknik analisis jalur menggunakan variabel intervening. Teknik pengambilan sampel menggunakan *non-probability sampling*, menggunakan teknik *proportional random sampling* dan ditemukan sampel sejumlah 400. Jenis data yang digunakan primer yang diperoleh dari kuesioner yang disebar.

Hasil penelitian menunjukkan (1) *Influencer* tiktok tidak berpengaruh terhadap keputusan pembelian, (2) Citra merek berpengaruh terhadap keputusan pembelian, (3) Pemasaran viral berpengaruh terhadap keputusan pembelian, (4) *Influencer* tiktok berpengaruh terhadap pengetahuan produk, (5) Citra merek berpengaruh terhadap pengetahuan produk, (6) Pemasaran viral tidak berpengaruh terhadap pengetahuan produk, (7) Pengetahuan produk berpengaruh terhadap keputusan pembelian, (8) *Influencer* tiktok berpengaruh terhadap keputusan pembelian melalui pengetahuan produk, (9) Citra merek berpengaruh terhadap keputusan pembelian melalui pengetahuan produk, (10) Pemasaran viral tidak berpengaruh terhadap keputusan pembelian melalui pengetahuan produk.

ABSTRACT

Thesis entitled “The Influence of TikTok Influencers, Brand Image, and Viral Marketing on the Purchase Decision of Skincare Products among Generation Z in the Kediri Residency with Product Knowledge as an Intervening Variable” written by Pricilia Intan Sakila, Student ID 126405213212. Faculty of Economics and Islamic Business, Department of Business and Management, Sharia Business Management Study Program, State Islamic University of Sayyid Ali Rahmatullah Tulungagung. Supervisor: Sri Eka Astutiningsih, S.E., M.M.

Keywords: TikTok Influencers, Brand Image, Viral Marketing, Purchase Decision, Product Knowledge.

This research is motivated by Generation Z’s growing interest in skincare products as part of self-care and skin health maintenance. The widespread use of social media, particularly TikTok as a marketing platform, has made influencers, brand image, and viral marketing common strategies used by skincare businesses. This research examines the influence of these variables on purchase decisions with product knowledge serving as an intervening variable.

The objectives of this research are (1) to examine the influence of tiktok influencers on purchase decisions, (2) to examine the influence of brand image on purchase decisions (3) to examine the influence of viral marketing on purchase decisions, (4) to examine the influence of tiktok influencers on skincare product knowledge, (5) to examine the influence of brand image on skincare product knowledge, (6) to examine the influence of viral marketing on product knowledge, (7) to examine the influence of product knowledge on skincare purchase decisions, (8) to examine the influence of tiktok influencers on purchase decisions through product knowledge, (9) to examine the influence of brand image on purchase decisions through product knowledge, (10) to examine the influence of viral marketing on purchase decisions through product knowledge.

This research employed a quantitative approach with an associative research design, utilizing path analysis to incorporate intervening variables. The sampling method was non-probability sampling, using proportional random sampling, resulting in a total of 400 respondents. Primary data were collected through questionnaires. The empirical findings indicate that (1) tiktok influencers do not have a significant influence on purchase decisions, (2) brand image has a significant influence on purchase decisions, (3) viral marketing has a significant influence on purchase decisions, (4) tiktok influencers have a significant influence on product knowledge, (5) brand image has a significant influence on product knowledge, (6) viral marketing does not significantly influence product knowledge, (7) product knowledge has a significant influence on purchase decisions, (8) tiktok influencers have a significant influence on purchase decisions through product knowledge, (9) brand image has a significant influence on purchase decisions through product knowledge, and (10) viral marketing does not have a significant influence on purchase decisions through product knowledge.