

ABSTRAK

“PENGARUH *INFLUENCER MARKETING*, *ONLINE CUSTOMER REVIEW*, DAN *PERCEIVED QUALITY* TERHADAP *PURCHASE INTENTION* L’OREAL PARIS PADA TIKTOK *SHOP* DI INDONESIA”

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Penelitian ini bertujuan untuk menganalisis pengaruh *Influencer Marketing*, *Online Customer Review*, dan *Perceived Quality* terhadap *Purchase Intention* konsumen terhadap produk L’Oréal Paris pada *TikTok Shop* di Indonesia. Seiring meningkatnya tren belanja melalui *social commerce*, khususnya *TikTok Shop* yang memiliki tingkat penggunaan dan pertumbuhan tinggi di Indonesia, perusahaan perlu memahami faktor-faktor yang memengaruhi niat beli konsumen. Penelitian ini menggunakan metode kuantitatif dengan teknik *non-probability sampling* melalui pendekatan *purposive sampling*, melibatkan 100 responden pengguna *TikTok Shop* yang pernah berbelanja dan tertarik pada promosi produk perawatan rambut L’Oréal Paris. Data dikumpulkan menggunakan kuesioner dan dianalisis dengan regresi linear berganda menggunakan SPSS. Hasil penelitian menunjukkan bahwa *Influencer Marketing*, *Online Customer Review*, dan *Perceived Quality* secara Bersama-sama berpengaruh positif dan signifikan terhadap *Purchase Intention*, dan secara langsung ketiga variabel tersebut juga memberikan pengaruh positif dan signifikan. Temuan ini menegaskan bahwa konten *influencer* yang kredibel, ulasan pelanggan yang berkualitas, dan persepsi kualitas produk yang baik mampu meningkatkan *Purchase Intention* konsumen terhadap L’Oréal Paris di *TikTok Shop*. Secara praktis, hasil penelitian ini memberikan implikasi bagi perusahaan untuk meningkatkan efektivitas strategi pemasaran digital melalui optimalisasi peran *influencer*, penyediaan ruang ulasan yang informatif, serta penguatan persepsi kualitas produk agar mampu bersaing di pasar *social commerce* dan mendorong peningkatan *purchase intention* konsumen.

Kata Kunci: *Influencer Marketing*, *Online Customer Review*, *Perceived Quality*, *Purchase Intention*.

ABSTRACT

“THE INFLUENCE OF INFLUENCER MARKETING, ONLINE CUSTOMER REVIEW, AND PERCEIVED QUALITY ON PURCHASE INTENTION OF L’ORÉAL PARIS ON TIKTOK SHOP IN INDONESIA”

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This study aims to analyze the influence of Influencer Marketing, Online Customer Review, and Perceived Quality on consumers’ Purchase Intention toward L’Oréal Paris products on the TikTok Shop in Indonesia. As shopping activities through social commerce continue to grow, particularly on TikTok Shop—which shows high usage and rapid development in Indonesia—companies need to understand the factors that shape consumers’ purchase intentions. This research employs a quantitative method using non-probability sampling with a purposive sampling approach, involving 100 respondents who have previously shopped on TikTok Shop and are interested in promotional content related to L’Oréal Paris haircare products. Data were collected through a questionnaire and analyzed using multiple linear regression with the assistance of SPSS. The results indicate that Influencer Marketing, Online Customer Review, and Perceived Quality simultaneously have a positive and significant effect on Purchase Intention, and each variable also demonstrates a positive and significant partial influence. These findings suggest that credible influencer content, high-quality customer reviews, and favorable perceived product quality contribute to increasing consumers’ purchase intentions toward L’Oréal Paris on TikTok Shop. Practically, this study provides implications for companies to enhance the effectiveness of their digital marketing strategies by optimizing influencer roles, ensuring the availability of informative and trustworthy reviews, and strengthening perceptions of product quality in order to remain competitive within the social commerce market and encourage higher consumer purchase intention.

Keywords: *Influencer Marketing, Online Customer Review, Perceived Quality, Purchase Intention.*