ABSTRAK

Pesatnya perkembangan media sosial, khususnya *TikTok*, telah mengubah perilaku konsumsi informasi Generasi Z dalam mencari referensi produk kecantikan. Konten make up berbasis *Personal Color Analysis* (PCA) di *TikTok* menjadi salah satu tren yang berkembang pesat dan berpotensi memengaruhi minat beli konsumen. Di sisi lain, Wardah sebagai *brand* kosmetik lokal terkemuka telah mengintegrasikan pendekatan PCA ke dalam produk Wardah *Glasting Liquid Lip,* sehingga menciptakan situasi di mana paparan konten digital dan pengalaman langsung di *counter offline* sama-sama berpotensi memengaruhi minat beli Generasi Z. Penelitian ini bertujuan untuk menguji pengaruh terpaan konten *make up Personal Color Analys*is di *TikTok* terhadap minat beli produk *Wardah Glasting Liquid Lip* pada Generasi Z dan *pengaruh Customer Experience* terhadap minat beli produk Wardah *Glasting Liquid Lip* pada Generasi Z. Penelitian ini dilandasi oleh Teori *Uses and Effects* yang menjelaskan bahwa penggunaan media menghasilkan efek kognitif dan afektif bagi penggunanya, yang dalam konteks penelitian ini berlaku baik pada jalur digital melalui terpaan konten maupun jalur fisik melalui pengalaman langsung konsumen dengan produk. Penelitian ini menggunakan pendekatan kuantitatif dan metode survei terhadap 385 responden yang dipilih melalui teknik purposive sampling. Data dikumpulkan melalui kuesioner dengan skala Likert 1-5 dan dianalisis menggunakan uji non-parametrik Spearman Rank karena data tidak memenuhi syarat uji asumsi klasik. Hasil penelitian menunjukkan bahwa terpaan konten *make up Personal Color Analys*is di *TikTok* dan *Customer Experience* berpengaruh signifikan terhadap minat beli produk Wardah *Glasting Liquid Lip* pada Generasi Z. Variabel terpaan konten *make up Personal Color Analys*is di *TikTok* memiliki pengaruh dengan nilai koefisien korelasi spearman sebesar 0,777 sedangkan variabel *Customer Experience* sebesar 0,848. Kedua variabel tersebut, masing-masing diuji secara parsial, terbukti memiliki pengaruh yang signifikan dan searah terhadap minat beli, yang berarti peningkatan pada masing-masing variabel akan diikuti oleh peningkatan minat beli Generasi Z terhadap produk Wardah *Glasting Liquid Lip*.

Kata Kunci: *Terpaan Konten, Personal Color Analysis, TikTok, Customer Experience, Minat Beli, Wardah Glasting Liquid Lip, Generasi Z*

ABSTRACT

The rapid growth of social media, particularly TikTok, has transformed Generation Z's information-seeking behavior when searching for beauty product references. Makeup content based on Personal Color Analysis (PCA) on TikTok has emerged as a rapidly growing trend with the potential to influence consumers' purchase intention. At the same time, Wardah, one of Indonesia's leading local cosmetic brands, has integrated the Personal Color Analysis approach into its Wardah Glasting Liquid Lip product, creating a situation in which both digital content exposure and direct offline counter experiences have the potential to influence Generation Z's purchase intention. This study aims to examine the influence of exposure to Personal Color Analysis makeup content on TikTok on Generation Z's purchase intention toward Wardah Glasting Liquid Lip, as well as the influence of customer experience on their purchase intention toward the same product. This research is grounded in the Uses and Effects Theory, which explains that media use generates cognitive and affective effects on users. In the context of this study, these effects occur through both digital exposure to TikTok content and consumers' direct physical experiences with the product at Wardah's offline counters. This study employed a quantitative approach using a survey method involving 385 respondents selected through purposive sampling. Data were collected using a questionnaire based on a five-point Likert scale and analyzed using the Spearman Rank correlation test because the data did not meet the assumptions required for classical parametric tests. The findings indicate that exposure to Personal Color Analysis makeup content on TikTok and customer experience both have a significant influence on Generation Z's purchase intention toward Wardah Glasting Liquid Lip. The Personal Color Analysis content exposure variable demonstrated a Spearman correlation coefficient of 0,777, while the customer experience variable showed a coefficient of 0,848. Both variables, when tested individually, were found to have a significant positive influence on purchase intention, indicating that increases in either content exposure or customer experience are associated with higher purchase intention among Generation Z toward Wardah Glasting Liquid Lip.

Keywords: *Content Exposure, Personal Color Analysis, TikTok, Customer Experience, Purchase Intention, Wardah Glasting Liquid Lip, Generation Z*