

Analisis Keputusan Pembelian Produk Sea Makeup Di Platform Tik Tok

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui, menganalisis, dan membuktikan pengaruh Social Media Marketing, Citra Merek, Diskon, Kualitas Produk terhadap Keputusan Pembelian produk Sea Makeup Pada *Platform* Tik Tok. Populasi yang menjadi fokus penelitian ini adalah konsumen yang memiliki pengetahuan dan ketertarikan membeli produk Sea Makeup, dengan jumlah sampel sebanyak 103 responden yang berusia 17 tahun ke atas dan beraktivitas di Jakarta, menggunakan metode *purposive sampling*. Penelitian ini menerapkan pendekatan kuantitatif dan memanfaatkan *software* SmartPLS 4.0 untuk pengolahan data. Hasil penelitian menunjukkan bahwa: (1) Social Media Marketing berpengaruh signifikan terhadap Keputusan pembelian produk Sea Makeup di platform tik tok. (2) Citra Merek berpengaruh signifikan terhadap Keputusan Pembelian produk Sea Makeup pada platform tik tok, (3) Diskon berpengaruh signifikan terhadap keputusan pembelian produk Sea Makeup pada platform tik tok (4) Kualitas Produk berpengaruh signifikan terhadap Keputusan Pembelian produk Sea Makeup pada platform tik tok.

Kata Kunci: Social Media Marketing, citra merek, diskon, kualitas produk, keputusan Pembelian

Analysis Of Purchasing Decisions for Sea Makeup Products on The Tiktok Platform

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ABSTRACT

This study aims to determine, analyze, and prove the influence of Social Media Marketing, Brand Image, Discount, Product Quality on Purchase Decisions for Sea Makeup products on the Tik Tok Platform. The population that is the focus of this study is consumers who have knowledge and interest in buying Sea Makeup products, with a sample size of 103 respondents aged 17 years and over and active in Jakarta, using the purposive sampling method. This study applies a quantitative approach and utilizes SmartPLS 4.0 software for data processing. The results of the study indicate that: (1) Social Media Marketing has a significant influence on purchasing decisions for Sea Makeup products on the Tik Tok platform. (2) Brand Image has a significant effect on Purchase Decisions for Sea Makeup products on the Tik Tok platform, (3) Discounts have a significant effect on purchase decisions for Sea Makeup products on the Tik Tok platform (4) Product Quality has a significant effect on Purchase Decisions for Sea Makeup products on the Tik Tok platform.

Keywords: *Social Media Marketing, brand image, Discount, Product Quality, Purchase Decisions*