

THE EFFECT OF BRAND IMAGE AND ONLINE REVIEWS ON PURCHASE INTENTION OF POP MART PRODUCTS ON TIKTOK WITH THE MEDIATING VARIABLE OF TRUST

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ABSTRACT

This study aims to analyze the influence of Brand Image and Online Reviews on Purchase Intention toward POP MART products on TikTok, with Trust serving as a mediating variable. This study employed a quantitative approach using a purposive sampling technique. Data were collected through an online questionnaire distributed to 170 respondents who met the criteria of being TikTok users, being familiar with POP MART products, and having viewed content related to those products on TikTok. Data were analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS 4 software. The results indicate that Brand Image and Online Reviews have a positive and significant effect on Trust. Furthermore, Online Reviews and Trust have a positive and significant effect on Purchase Intention, whereas Brand Image does not have a significant direct effect on Purchase Intention. The mediation analysis reveals that Trust significantly mediates the relationship between Brand Image and Purchase Intention, as well as the relationship between Online Reviews and Purchase Intention. The findings suggest that consumers' purchase intention toward POP MART products on TikTok is primarily driven by positive online reviews and consumer trust, while brand image enhances purchase intention indirectly through the development of trust.

Keywords: *Brand Image, Online Reviews, Trust, Purchase Intention, POP MART, TikTok.*

PENGARUH CITRA MEREK DAN ULASAN DARING TERHADAP NIAT BELI PRODUK POP MART DI TIKTOK DENGAN VARIABEL MEDIASI KEPERCAYAAN

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Citra Merek dan Ulasan Daring terhadap Niat Beli produk POP MART di TikTok dengan Kepercayaan sebagai variabel mediasi. Penelitian menggunakan pendekatan kuantitatif dengan teknik pengambilan sampel purposive sampling. Data dikumpulkan melalui penyebaran kuesioner secara daring kepada 170 responden yang memenuhi kriteria sebagai pengguna TikTok yang mengetahui produk POP MART dan pernah melihat konten mengenai produk tersebut di TikTok. Analisis data dilakukan menggunakan metode Partial Least Squares Structural Equation Modeling (PLS-SEM) dengan bantuan perangkat lunak SmartPLS 4. Hasil penelitian menunjukkan bahwa Citra Merek dan Ulasan Daring berpengaruh positif dan signifikan terhadap Kepercayaan. Selanjutnya, Ulasan Daring dan Kepercayaan berpengaruh positif dan signifikan terhadap Niat Beli, sedangkan Citra Merek tidak berpengaruh signifikan terhadap Niat Beli. Hasil pengujian mediasi menunjukkan bahwa Kepercayaan mampu memediasi pengaruh Citra Merek maupun Ulasan Daring terhadap Niat Beli. Temuan penelitian menunjukkan bahwa peningkatan niat beli konsumen terhadap produk POP MART di TikTok terutama didorong oleh Ulasan Daring dan Kepercayaan, sedangkan Citra Merek berperan dalam meningkatkan Niat Beli secara tidak langsung melalui pembentukan Kepercayaan.

Kata kunci: Citra Merek, Ulasan Daring, Kepercayaan, Niat Beli, POP MART, TikTok.