

ABSTRAK

Dalam era digital yang semakin berkembang, persaingan bisnis semakin ketat dan pelaku bisnis memanfaatkan media sosial untuk berpromosi salah satunya melalui aplikasi TikTok. Penelitian ini bertujuan untuk menganalisis pengaruh *influencer marketing*, *content marketing*, dan *electronic word of mouth* terhadap keputusan pembelian produk *skincare* dengan *brand image* sebagai variabel intervening di aplikasi TikTok. Penelitian ini menggunakan penelitian kuantitatif dengan 98 sampel responden yang merupakan mahasiswa Universitas Amikom Purwokerto yang dianalisis menggunakan regresi linier berganda. Hasil penelitian ini menunjukkan bahwa *influencer marketing* tidak berpengaruh terhadap keputusan pembelian, namun berpengaruh terhadap *brand image*. Sebaliknya, *content marketing*, dan *electronic word of mouth* berpengaruh terhadap keputusan pembelian maupun *brand image*. *Brand image* berpengaruh terhadap keputusan pembelian. Selain itu, ditemukan bahwa *influencer marketing*, *content marketing*, dan *electronic word of mouth* berpengaruh terhadap keputusan pembelian melalui mediasi *brand image*. Temuan ini menggaris bawahi pentingnya strategi *marketing* yang memanfaatkan konten dan ulasan pengguna dalam meningkatkan keputusan pembelian produk *skincare* di *platform online* seperti TikTok.

Kata kunci: *Brand Image*, *Content Marketing*, *Electronic Word of Mouth*, *Influencer Marketing*, Keputusan Pembelian, Aplikasi TikTok

ABSTRACT

In an increasingly developing digital era, business competition is becoming more intense, and business players are utilizing social media for promotion, particularly through the TikTok application. This research aims to analyze the influence of influencer marketing, content marketing, and electronic word of mouth on purchasing decisions for skincare products, with brand image as an intervening variable on the TikTok platform. This study employs quantitative research with a sample of 98 respondents who are students at Universitas Amikom Purwokerto, analyzed using multiple linear regression. The results of this study indicate that influencer marketing does not have an effect on purchasing decisions but does influence brand image. Conversely, content marketing and electronic word of mouth have an effect on both purchasing decisions and brand image. Brand image also influences purchasing decisions. Additionally, it was found that influencer marketing, content marketing, and electronic word of mouth affect purchasing decisions through the mediation of brand image. These findings underscore the importance of marketing strategies that leverage content and user reviews in enhancing purchasing decisions for skincare products on online platforms like TikTok.

Keywords: Brand Image, Content Marketing, Electronic Word of Mouth, Influencer Marketing, Purchasing Decisions, TikTok Application