

ABSTRAK

Perkembangan teknologi digital telah mendorong pesatnya pertumbuhan industri kecantikan dan dominasi TikTok sebagai *platform* yang efektif mendorong maraknya produk *fast beauty*. Namun, terdapat fenomena yang menunjukkan bahwa ada keraguan dari konsumen terhadap kredibilitas *influencer*, kejenuhan terhadap rilis produk baru yang terlalu sering, serta ketidakpercayaan terhadap *online customer review*. Penelitian ini bertujuan untuk menganalisis pengaruh *influencer marketing*, *brand image*, dan *online customer review* terhadap keputusan pembelian produk *fast beauty* di TikTok Shop. Penelitian ini menggunakan metode kuantitatif dengan 96 sampel responden yang merupakan pengguna TikTok yang melakukan pembelian produk *fast beauty* di TikTok dan termasuk masyarakat Purbalingga. Analisis data yang digunakan adalah analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa *influencer marketing* tidak berpengaruh signifikan terhadap keputusan pembelian, *brand image* berpengaruh positif dan signifikan terhadap keputusan pembelian, dan *online customer review* berpengaruh positif dan signifikan terhadap keputusan pembelian. Secara simultan, *influencer marketing*, *brand image*, dan *online customer review* berpengaruh terhadap keputusan pembelian.

Kata kunci: *Influencer Marketing*, *Brand Image*, *Online Customer Review*, Keputusan Pembelian, TikTok Shop.

ABSTRACT

The development of digital technology has driven the rapid growth of the beauty industry and the dominance of TikTok as an effective platform that has driven the rise of fast beauty products. However, there is a phenomenon that shows consumer doubts about the credibility of influencers, fatigue with too frequent new product releases, and distrust of online customer reviews. This study aims to analyze the influence of influencer marketing, brand image, and online customer reviews on purchasing decisions for fast beauty products in the TikTok Shop. This study used a quantitative method with a sample of 96 respondents who were TikTok users who purchased fast beauty products on TikTok and included residents of Purbalingga. Data analysis used multiple linear regression analysis. The results showed that influencer marketing had no significant effect on purchasing decisions, brand image had a positive and significant effect on purchasing decisions, and online customer reviews had a positive and significant effect on purchasing decisions. Simultaneously, influencer marketing, brand image, and online customer reviews influenced purchasing decisions.

Keywords: Influencer Marketing, Brand Image, Online Customer Review, Purchase Decision, TikTok Shop.