

ABSTRACT

The rapid development of technology causes technology to play a very important role in people's lives. One of the benefits of technological advances that are being felt by the the people of Indonesia today is the digitization of entertainment media and creating content (Tiktok) that is increasingly popular. Tiktok also has a Tiktok for business (Tiktok Shop) feature which can help business people to reach a larger market by creating creativity through uploaded content, and can involve users in product marketing activities, so they can be inspired to create their own version of content. The purpose of this study was to determine whether there is an effect of social media marketing Tiktok and Online Consumer Reviews on purchasing decisions for skintific products.

This research uses quantitative methods, descriptive and causal associative research types. Data collection was carried out through distributing questionnaires using Google Form to 96 respondents who are Tiktok application users, skintific product users, and women aged 15-35 years. The sampling technique used was non probability sampling with purposive sampling type. The data analysis technique used in this study is multiple linear regression analysis and is processed using SPSS ver. 25.

The results showed that the variables of social media marketing and online consumer review had a positive and significant influence on purchasing decisions for skintific products, both partially and simultaneously. Based on the test results the coefficient of determination obtained a value of 52,1%. This shows that the effect of social media marketing Tiktok and online consumer review on purchasing decisions for skintific products services is 52,1% and the remaining 47,9% is influenced by other variables not examined in this study.