

ABSTRAK

Perkembangan media sosial, khususnya TikTok, telah mengubah komunikasi pemasaran dan perilaku konsumen, terutama mahasiswa sebagai pengguna aktif digital. Konten TikTok yang informatif, visual, dan interaktif memengaruhi minat beli produk skincare. Penelitian ini menganalisis dampak konten TikTok pada minat beli dan keputusan pembelian skincare Wardah di mahasiswa FEB Universitas Pasundan. Menggunakan pendekatan kuantitatif survei, data primer dari kuesioner dianalisis via uji validitas, reliabilitas, regresi linear, dan hipotesis. Hasil menunjukkan pengaruh positif signifikan konten TikTok terhadap minat beli dan keputusan pembelian. Penelitian ini berkontribusi teoritis pada pemasaran digital serta praktis bagi strategi konten TikTok perusahaan.

Kata kunci: Konten TikTok, Minat Beli, Keputusan Pembelian, Skincare Wardah, Pemasaran Digital.

ABSTRAK

The development of social media, particularly TikTok, has transformed marketing communication and consumer behavior, especially among university students as active digital users. Informative, visual, and interactive TikTok content influences consumers' purchase intentions toward skincare products. This study analyzes the impact of TikTok content on purchase intention and purchasing decisions for Wardah skincare among students of the Faculty of Economics and Business at Pasundan University. Using a quantitative survey approach, primary data were collected through questionnaires and analyzed using validity tests, reliability tests, linear regression, and hypothesis testing. The results indicate that TikTok content has a significant positive effect on both purchase intention and purchasing decisions. This study contributes theoretically to digital marketing and practically to companies' TikTok content strategies.

Keywords: TikTok Content, Purchase Intention, Purchasing Decision, Wardah Skincare, Digital Marketing.