

ABSTRACT

The Influence Of Product Quality, Peer Influence, And Social Media Marketing(Smm) On Interest In Buying Bening's Skincare Products (An Observation Study Of Tiktok Social Media Users In South Tangerang City)

Suryani¹⁾, Windarko, S.T., M.M. ²⁾

¹⁾ Student of Management Department, Pembangunan Jaya University

²⁾ Lecture of Management Department, Pembangunan Jaya University

This study aims to analyze the influence of product quality, peer influence, and social media marketing (SMM) on consumer interest in purchasing Bening's skincare products. The research focuses on TikTok social media users in South Tangerang City as the target population. A quantitative approach was employed, utilizing primary data collected through questionnaires distributed to respondents selected via purposive sampling. The data were analyzed using SPSS to conduct validity, reliability, and multiple regression tests. The results reveal that product quality, peer influence, and social media marketing significantly and positively impact purchase interest, either partially or simultaneously. Among these factors, social media marketing demonstrates the strongest influence, highlighting the effectiveness of TikTok as a platform for engaging potential buyers. This study underscores the importance of integrating high-quality products with strategic social media marketing and leveraging peer influence to enhance consumer purchase interest. These findings provide valuable insights for Bening's skincare brand and similar businesses in optimizing their marketing strategies and expanding their market reach through social media platforms like TikTok.

Keywords: product quality, peer influence, social media marketing, purchase interest, TikTok, Bening's skincare