

ABSTRACT

The Influence Of TikTok @laurasiburian Online Customer Reviews On Interest In Buying The Originote Moisturizer

Nanda Selya Putri¹⁾, Suci Marini Novianty²⁾

¹⁾ Student of Communication Science Department, Universitas Pembangunan Jaya

²⁾ Lecturer of Communication Science Department, Universitas Pembangunan Jaya

The influence of social media on consumer behavior has increased in recent years. One of the popular platforms is TikTok, where users can share product reviews and recommendations. The research put @laurasiburian as the subject of research due to its influence on the TikTok platform, as well as its potential in influencing consumer purchasing interest in the moisturizer The Originote. The aim of this study is to look at the influence of online customer review TikTok @laurasiburian on the interest in buying the moisturizer The Originote. The study uses the theory of Integrated Marketing Communication (IMC) to provide an understanding of how online customer reviews can affect consumer purchasing interest. This research method uses a quantitative approach with the positivism paradigm. Method of data collection through survey method using questionnaires. Sampling was done using the non-probability sampling method with the number of respondents as many as 400 people who are followers of TikTok @laurasiburian account. Variable X in this study is online customer review while, variable Y in this research is purchase interest. The results of this study showed that the level of relationship between online customer reviews which is a variable X and buying interest which is the variable Y has a very strong and positive degree of relationship. This is indicated by the value of rFit of 0.829. The percentage of online customer review influence TikTok @laurasiburian on the interest in buying The Originote moisturizer was 68.72%. This indicates that online customer reviews TikTok @laurasiburian have significantly influenced the interest in buying The Originote moisturizer.

Keywords: *TikTok, Online Customer Review, Interested in Buying, Moisturizer, The Originote*

Libraries : 28

Publication Years : 2013 – 2023