

## ABSTRAK

Pesatnya pertumbuhan media sosial sebagai sarana promosi digital, khususnya di kalangan generasi muda yang aktif menggunakan TikTok. Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan survei, melibatkan 100 responden yang merupakan *followers* @MaharajaSp dan pernah membeli *sunscreen* Facetology minimal dua kali. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan regresi linier berganda serta uji validitas, reliabilitas, normalitas, multikolinearitas, heteroskedastisitas, uji-t, dan uji-F. Hasil penelitian menunjukkan bahwa *Endorsement influencer* dan *online customer review* berpengaruh positif dan signifikan terhadap minat beli konsumen. Koefisien regresi untuk *Endorsement influencer* sebesar 0,183 dan untuk *online customer review* sebesar 0,304, dengan nilai koefisien determinasi ( $R^2$ ) sebesar 0,744, yang berarti kedua variabel tersebut mampu menjelaskan 74,4% variasi minat beli. Uji parsial (t) dan simultan (F) memperkuat temuan bahwa kedua variabel secara individu maupun bersama-sama memberikan kontribusi signifikan dalam meningkatkan minat beli. Temuan ini menegaskan pentingnya strategi pemasaran digital melalui kolaborasi dengan *influencer* dan pemanfaatan ulasan pelanggan untuk meningkatkan keputusan pembelian konsumen, khususnya dalam industri kecantikan yang sangat kompetitif. Penelitian ini memberikan implikasi praktis bagi pelaku usaha dalam merancang strategi promosi yang efektif di era digital.

Kata Kunci: *Endorsement Influencer* , *Online Customer Review*, Minat Beli, Tiktok, Facetology.

## **ABSTRACT**

*The rapid growth of social media as a digital promotion tool, especially among young people who are active TikTok users. The research method employed is quantitative with a survey approach, involving 100 respondents who are followers of @MaharajaSp and have purchased Facetology sunscreen at least twice. Data were collected through questionnaires and analyzed using multiple linear regression as well as validity, reliability, normality, multicollinearity, heteroscedasticity, t-test, and F-test. The results show that both influencer Endorsement and online customer reviews have a positive and significant effect on consumers' purchase intention. The regression coefficient for influencer Endorsement is 0.183 and for online customer reviews is 0.304, with a coefficient of determination ( $R^2$ ) of 0.744, indicating that these two variables explain 74.4% of the variation in purchase intention. Partial (t-test) and simultaneous (F-test) analyses confirm that both variables, individually and jointly, make a significant contribution to increasing purchase intention. These findings underscore the importance of digital marketing strategies through collaboration with influencers and leveraging customer reviews to enhance consumer purchasing decisions, particularly in the highly competitive beauty industry. This research provides practical implications for business practitioners in designing effective promotional strategies in the digital era.*

*Keywords: Influencer Endorsement , Online Customer Review, Purchase Intention , Tiktok, Facetology.*