

ABSTRAK

Nama : Safrina

Program Studi : Manajemen

Judul : Pengaruh *Content Marketing*, *Influencer Marketing*, Dan *Elektronic Word Of Mouth (E – Wom)* Terhadap Keputusan Pembelian Pada *Followers* Produk *Tazzi Glow* Di *Platform* Tiktok Shop

Penelitian ini bertujuan untuk mengetahui pengaruh *Content Marketing*, *Influencer Marketing*, dan *Electronic Word of Mouth* (E-WOM) terhadap keputusan pembelian followers produk *Tazzi Glow* di TikTok Shop. Latar belakang penelitian ini adalah perkembangan platform digital yang mengubah perilaku konsumen, khususnya di TikTok. Metode yang digunakan adalah pendekatan kuantitatif dengan penyebaran kuesioner kepada 100 responden. Analisis data dilakukan melalui uji validitas, reliabilitas, asumsi klasik, regresi linear berganda, dan uji t. Hasilnya menunjukkan *Content Marketing* dan E-WOM berpengaruh signifikan terhadap keputusan pembelian, sementara *Influencer Marketing* tidak. Secara simultan, ketiga variabel berpengaruh signifikan. Temuan ini menunjukkan bahwa kualitas konten dan ulasan pengguna lebih berperan dibandingkan *Influencer* dalam mempengaruhi keputusan pembelian.

Kata kunci: *Content Marketing*, *Influencer Marketing*, *Electronic Word of Mouth*, Keputusan Pembelian, TikTok Shop, *Tazzi Glow*.

ABSTRACT

Name: Safrina

Study Program: Management

Title: The Influence of Content Marketing, Influencer Marketing, and Electronic Word of Mouth (E – Wom) on Purchasing Decisions among Followers of Tazzi Glow Products on the Tiktok Shop Platform

This research aims to determine the influence of Content Marketing, Influencer Marketing, and Electronic Word of Mouth (E-WOM) on followers' purchasing decisions for Tazzi Glow products at the TikTok Shop. The background to this research is the development of digital platforms that are changing consumer behavior, especially on TikTok. The method used is a quantitative approach by distributing questionnaires to 100 respondents. Data analysis was carried out through validity, reliability, classical assumptions, multiple linear regression and t tests. The results show that Content Marketing and E-WOM have a significant influence on purchasing decisions, while Influencer Marketing does not. Simultaneously, the three variables have a significant effect. These findings show that content quality and user reviews play a greater role than influencers in influencing purchasing decisions.

Keywords: Content Marketing, Influencer Marketing, Electronic Word of Mouth, Purchase Decision, TikTok Shop, Tazzi Glow.