

ABSTRAK

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Program Studi : Manajemen
Judul : Pengaruh Media Sosial, *Celebrity Endorsement*, dan *Review* Produk Scarlett terhadap Minat Beli Generasi Z pada TikTok Shop

Penelitian ini bertujuan untuk menganalisis pengaruh media sosial, *celebrity endorsement*, dan *review* produk terhadap minat beli generasi Z pada produk Scarlett melalui *platform* TikTok Shop. Latar belakang penelitian ini didasari oleh perubahan perilaku belanja generasi Z yang semakin mengandalkan media digital serta meningkatnya tren *social commerce*, khususnya TikTok Shop, sebagai media interaksi sekaligus transaksi. Fenomena keberhasilan Scarlett Whitening dalam memanfaatkan media sosial, dukungan selebriti, dan ulasan produk menjadi fokus penelitian ini. Penelitian menggunakan metode kuantitatif dengan pendekatan survei. Data diperoleh melalui penyebaran kuesioner kepada responden generasi Z yang pernah melakukan pembelian produk Scarlett di TikTok Shop. Teknik analisis data yang digunakan adalah regresi linier berganda untuk menguji pengaruh masing-masing variabel independen terhadap variabel dependen. Hasil penelitian menunjukkan bahwa media sosial, *celebrity endorsement*, dan *review* produk berpengaruh positif terhadap minat beli generasi Z, baik secara parsial maupun simultan. Temuan ini mempertegas pentingnya pemanfaatan strategi pemasaran digital yang terintegrasi untuk menarik perhatian konsumen muda. Penelitian ini diharapkan dapat memberikan kontribusi akademis dalam literatur pemasaran digital serta menjadi masukan praktis bagi perusahaan dalam merancang strategi promosi yang efektif di era *social commerce*.

Kata Kunci: Media Sosial, *Celebrity Endorsement*, *Review* Produk, Minat Beli, TikTok Shop, Generasi Z

ABSTRACT

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Study Program : Management
Title : *The Effect of Social Media, Celebrity Endorsement, and Scarlett Product Reviews on Generation Z's Purchase Intention on TikTok Shop*

This study aims to analyze the influence of social media, celebrity endorsement, and product reviews on the purchase intention of Generation Z toward Scarlett products on TikTok Shop. The background of this research is based on the shifting shopping behavior of Generation Z, who increasingly rely on digital platforms, along with the rapid growth of social commerce, particularly TikTok Shop, as a medium for interaction and transactions. The success of Scarlett Whitening in utilizing social media, celebrity endorsements, and product reviews has become the main focus of this research. This research employs a quantitative method with a survey approach. Data were collected through questionnaires distributed to Generation Z respondents who had purchased Scarlett products on TikTok Shop. Multiple linear regression analysis was applied to examine the influence of each independent variable on the dependent variable. The results indicate that social media, celebrity endorsements, and product reviews positively affect Generation Z's purchase intention, both partially and simultaneously. These findings highlight the importance of integrating digital marketing strategies to attract young consumers. This study is expected to provide academic contributions to the literature on digital marketing as well as practical insights for companies in designing effective promotional strategies in the era of social commerce.

Keywords: *Social Media, Celebrity Endorsement, Product Review, Purchase Intention, TikTok Shop, Generation Z*