

## ABSTRAK

Nama : Nurlita Ahwalia  
Program Studi : Manajemen  
Judul : Pengaruh *Trustworthiness*, *Perceived Expertise* Dan *Parasocial Relationship* Terhadap *Purchase Intention* Produk Kosmetik Merek Somethinc Pada Tiktok Shop Oleh Masyarakat Kota Lhokseumawe

Keunikan dari setiap platform media sosial menciptakan cara pemasaran yang kreatif dan inovatif, dengan menggunakan karakteristik suatu platform media sosial, dimana para pemasar produk dapat menyesuaikan konten agar sesuai dengan kebutuhan konsumen. Kebutuhan dan gaya hidup masyarakat semakin hari semakin beragam salah satunya adalah kebutuhan untuk merawat diri melalui produk kosmetik. Berkembangnya zaman mengakibatkan semakin banyak produk kosmetik bermunculan. Penelitian ini bertujuan untuk mengetahui pengaruh *trustworthiness*, *perceived expertise* dan *parasocial relationship* terhadap *purchase intention* produk kosmetik merek Somethinc pada Tiktok Shop oleh masyarakat Kota Lhokseumawe. Jenis penelitian ini adalah penelitian kuantitatif dengan populasi masyarakat di Kota Lhokseumawe. Responden berjumlah 100 orang, diambil dengan menggunakan teknik *purposive sampling*. Sumber data berasal dari data primer yang diperoleh melalui penyebaran kuesioner. Teknik analisis data yang digunakan adalah metode analisis deskriptif dan analisis regresi linier berganda, uji asumsi klasik, uji instrumen (validitas dan reliabilitas), uji hipotesis dan koefisien determinasi serta uji korelasi dan dianalisis dengan bantuan program aplikasi SPSS 23. Hasil penelitian menunjukkan bahwa secara simultan *trustworthiness*, *perceived expertise* dan *parasocial relationship* berpengaruh positif dan signifikan terhadap *purchase intention* produk kosmetik merek Somethinc pada Tiktok Shop oleh masyarakat Kota Lhokseumawe. Secara parsial *trustworthiness*, *perceived expertise* dan *parasocial relationship* juga berpengaruh positif dan signifikan terhadap *purchase intention* produk kosmetik merek Somethinc oleh masyarakat Kota Lhokseumawe. *Perceived Expertise* merupakan variabel yang paling dominan mempengaruhi *purchase intention* dengan nilai sebesar 7,895

**Keywords :** *Trustworthiness*, *Perceived Expertise*, *Parasocial Relationship*, *Purchase Intention*

## **ABSTRACT**

*Name* : Nurlita Ahwalia  
*Study Program* : Management  
*Title* : *The Influence of Trustworthiness, Perceived Expertise and Parasocial Relations on Purchase Intention for Somethinc Brand Cosmetic Products at Tiktok Shop by the People of Lhokseumawe City*

*The uniqueness of each social media platform creates creative and innovative marketing methods, using the characteristics of a social media platform, where product marketers can adapt content to suit consumer needs. People's needs and lifestyles are becoming more diverse day by day, one of which is the need to care for themselves through cosmetic products. The development of the times has resulted in more and more cosmetic products appearing. This research aims to determine the influence of trustworthiness, perceived expertise and parasocial relations on purchase intention for Somethinc brand cosmetic products at the Tiktok Shop by the people of Lhokseumawe City. This type of research is quantitative research with the community population in Lhokseumawe City. Respondents totaled 100 people, taken using purposive sampling technique. The data source comes from primary data obtained through distributing questionnaires. The data analysis techniques used are descriptive analysis methods and multiple linear regression analysis, classical assumption tests, instrument tests (validity and reliability), hypothesis tests and coefficients of determination as well as correlation tests and analyzed with the help of the SPSS 23 application program. The results of the research show that simultaneously trustworthiness, perceived expertise and parasocial relations have a positive and significant effect on purchase intention for Somethinc brand cosmetic products at the Tiktok Shop by the people of Lhokseumawe City. Partially, trustworthiness, perceived expertise and parasocial relations also have a positive and significant effect on the purchase intention of Somethinc brand cosmetic products by the people of Lhokseumawe City. Perceived expertise is the variable that most dominantly influences purchase intention with a value of 7,895*

**Keywords:** *Trustworthiness, Perceived Expertise, Parasocial Relationships, Purchase Intention*