

ABSTRAK

Perkembangan media sosial dan *e-commerce*, khususnya TikTok Shop, telah memengaruhi perilaku konsumen dalam membeli produk skincare. Penelitian ini bertujuan untuk menganalisis *pengaruh content marketing, influencer marketing, electronic word of mouth (E-WOM)*, dan *brand awareness* terhadap keputusan pembelian produk skincare Glad2Glow pada TikTok Shop dengan studi kasus mahasiswa Universitas Muhammadiyah Jember. Penelitian menggunakan pendekatan kuantitatif dengan sampel sebanyak 192 responden yang dipilih menggunakan teknik *proportional stratified random sampling* dan *purposive sampling*. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan regresi linier berganda. Hasil penelitian menunjukkan bahwa *content marketing, influencer marketing, electronic word of mouth (E-WOM)*, dan *brand awareness* secara parsial maupun simultan berpengaruh positif dan signifikan terhadap keputusan pembelian. Nilai Adjusted R Square sebesar 0,572 menunjukkan bahwa keempat variabel mampu menjelaskan 57,2% variasi keputusan pembelian, sedangkan 42,8% dipengaruhi oleh faktor lain di luar penelitian.

Kata Kunci: *content marketing, influencer marketing, electronic word of mouth (E-WOM), brand awareness, keputusan pembelian.*

ABSTRACT

The rapid development of social media and e-commerce, particularly TikTok Shop, has influenced consumer behavior in purchasing skincare products. This study aims to analyze the influence of content marketing, influencer marketing, electronic word of mouth (E-WOM), and brand awareness on the purchase decision of Glad2Glow skincare products on TikTok Shop, with a case study of students at Universitas Muhammadiyah Jember. This study employed a quantitative approach involving 192 respondents selected using proportional stratified random sampling and purposive sampling techniques. Data were collected through questionnaires and analyzed using multiple linear regression. The results indicate that content marketing, influencer marketing, electronic word of mouth (E-WOM), and brand awareness have a positive and significant effect on purchase decisions, both partially and simultaneously. The Adjusted R Square value of 0.572 indicates that these four variables explain 57.2% of the variance in purchase decisions, while the remaining 42.8% is explained by other factors outside the scope of this study.

Keywords: content marketing, influencer marketing, electronic word of mouth (E-WOM), brand awareness, purchase decision.