ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Konten Kreatif, *Influencer Marketing*, dan Gaya Hidup terhadap Keputusan Pembelian produk Skintific di TikTok Shop pada konsumen Generasi Z. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui penyebaran kuesioner berskala Likert 1–5 kepada 100 responden yang dipilih menggunakan teknik *purposive* sampling. Data dianalisis menggunakan uji instrumen (validitas dan reliabilitas), uji asumsi klasik (normalitas, multikolinearitas, dan heteroskedastisitas), serta analisis regresi linear berganda dengan bantuan perangkat lunak SPSS. Hasil penelitian menunjukkan bahwa seluruh item instrumen dinyatakan valid dan reliabel, serta model regresi memenuhi seluruh asumsi klasik. Hasil uji hipotesis (uji t) menunjukkan bahwa Konten Kreatif (t = 3,329; sig. = 0,001), *Influencer Marketing* (t = 4,550; sig. = 0,000), dan Gaya Hidup (t = 3,917; sig. = 0,000) masing-masing berpengaruh positif dan signifikan secara parsial terhadap Keputusan Pembelian, sehingga H1, H2, dan H3 diterima. Secara simultan, ketiga variabel independen juga berpengaruh signifikan terhadap Keputusan Pembelian (F = 23,723; sig. = 0,000) dengan nilai Adjusted R^2 sebesar 0,408, yang berarti ketiga variabel tersebut mampu menjelaskan 40,8% variasi Keputusan Pembelian. Di antara ketiga variabel, *Influencer Marketing* memiliki pengaruh paling dominan. Penelitian ini memperkuat relevansi *Theory of Planned Behavior* dalam menjelaskan perilaku pembelian daring Generasi Z serta memberikan implikasi praktis bagi pelaku usaha dalam merancang strategi pemasaran digital di platform *social commerce.*

Kata Kunci: Konten Kreatif, *Influencer Marketing*, Gaya Hidup, Keputusan Pembelian, TikTok Shop, Generasi Z

ABSTRACT

This study aims to analyze the influence of Creative Content, Influencer Marketing, and Lifestyle on Purchase Decisions for Skintific products on TikTok Shop among Generation Z consumers. This research employed a quantitative approach using a survey method, distributing a 1–5 Likert-scale questionnaire to 100 respondents selected through purposive sampling. Data were analyzed using instrument tests (validity and reliability), classical assumption tests (normality, multicollinearity, and heteroscedasticity), and multiple linear regression analysis with the aid of SPSS software. The results indicate that all instrument items were valid and reliable, and the regression model satisfied all classical assumptions. The partial hypothesis test (t-test) shows that Creative Content (t = 3.329; sig. = 0.001), Influencer Marketing (t = 4.550; sig. = 0.000), and Lifestyle (t = 3.917; sig. = 0.000) each have a positive and significant effect on Purchase Decision, so H1, H2, and H3 are accepted. Simultaneously, the three independent variables also significantly affect Purchase Decision (F = 23.723; sig. = 0.000) with an Adjusted R^2 of 0.408, indicating that the three variables explain 40.8% of the variance in Purchase Decision. Among the three variables, Influencer Marketing has the most dominant effect. This study reinforces the relevance of the Theory of Planned Behavior in explaining Generation Z's online purchasing behavior and offers practical implications for businesses in designing digital marketing strategies on social commerce platforms.

Keywords: Creative Content, Influencer Marketing, Lifestyle, Purchase Decision, TikTok Shop, Generation Z