

ABSTRACT

Eva Rofiatus Solichah. 2023. *Study Of Marketing Strategies With Persuasive Messages "Viral Products On Tik-Tok" And Influencer Reviews On Skincare Products Somethink On Consumer Buying Interest In S1 management students at Trunojoyo University, Madura. With guidance from Dr. Nurita Andriani, Ir., MM.*

This study aims to determine the effect of persuasive messages "viral products on TikTok" and review influencer on Something skincare products on consumer buying interest in S1 Management students at Trunojoyo University, Madura. Then, to analyze the influence of persuasive messages "viral products on TikTok" and review influencer on Something skincare products on consumer buying interest in S1 Management students at Trunojoyo University, Madura. Both individually and collectively.

This research was conducted using a quantitative approach, where the data collection technique was by distributing questionnaires with g-form. A total of 100 respondents were distributed online. The conclusions of this research study are (1) the Persuasive messages "Viral Products on TikTok" variable (X1) have a positive and significant effect on buying interest (Y), (2) the influencer review variable (X2) has a positive and significant effect on purchase intention (Y), (3) the persuasive message variable "Viral Products on TikTok" (X1) and influencer reviews (X2) together have a positive and significant effect on the dependent variable, namely purchase intention (Y).

Keyword: Persuasive messages, review influencer, purchase intention.

ABSTRAK

Eva Rofiatu Solichah, studi tentang strategi pemasaran dengan pesan persuasif “produk viral di tik-tok” dan review influencer pada produk skincare somethinc terhadap minat beli konsumen pada mahasiswa S1 manajemen Universitas Trunojoyo Madura. Dengan bimbingan dari Dr. Nurita Andriani, Ir., MM.

Penelitian ini bertujuan untuk mengetahui pengaruh pesan persuasif “produk viral di TikTok” dan *review influencer* pada produk skincare Somethinc terhadap minat beli konsumen pada mahasiswa S1 Manajemen Universitas Trunojoyo Madura. Lalu, untuk menganalisis pengaruh pesan persuasif “produk viral di TikTok” dan *review influencer* pada produk skincare Somethinc terhadap minat beli konsumen pada mahasiswa S1 Manajemen Universitas Trunojoyo Madura. Baik secara individu maupun secara bersama-sama.

Penelitian ini dilakukan dengan pendekatan kuantitatif, dimana teknik pengumpulan datanya dengan melakukan penyebaran kuesioner dengan *g-form*. Sebanyak 100 responden yang disebarkan secara online. Kesimpulan penelitian studi ini adalah (1) variabel Pesan Persuasif “Produk Viral di TikTok” (X1) berpengaruh secara positif dan signifikan terhadap minat beli (Y), (2) variabel review influencer (X2) berpengaruh secara positif dan signifikan terhadap minat beli (Y), (3) variabel pesan persuasif “Produk Viral di TikTok” (X1) dan review influencer (X2) secara bersama-sama berpengaruh positif dan signifikan terhadap variabel dependen, yaitu minat beli (Y).

Kata Kunci : Pesan persuasif, review influencer, minat beli.