

ABSTRAK

Penelitian ini didasari oleh tren penurunan penjualan produk Skintific serta kesenjangan temuan (*research gap*) dari studi sebelumnya. Tujuan utama adalah menguji pengaruh *Online Customer Review*, *Online Customer Rating*, dan *Kualitas Produk* terhadap keputusan pembelian produk Skintific di platform TikTok Shop bagi Generasi Z, khususnya mahasiswa Fakultas Ekonomi dan Bisnis Universitas Trunodjoyo Madura. Sampel sebanyak 100 responden dipilih melalui teknik *purposive sampling*. Data primer diperoleh via kuesioner daring dengan skala Likert. Analisis dilakukan menggunakan aplikasi SmartPLS melalui pendekatan SEM-PLS, mencakup evaluasi *outer model*, *inner model*, serta pengujian hipotesis. Hasil pengujian parsial (*t-test*) mengindikasikan bahwa *Kualitas Produk* memiliki pengaruh positif signifikan terhadap keputusan pembelian, sementara *Online Customer Review* dan *Online Customer Rating* tidak menunjukkan pengaruh signifikan. Namun, secara simultan (*F-test*), ketiga variabel tersebut secara bersama-sama berpengaruh signifikan terhadap keputusan pembelian.

Kata Kunci : variabel *Online Customer Review*, *Online Customer Rating* *Kualitas produk*, Keputusan Pembelian, TikTokShop, Generasi Z.

ABSTRACT

This research is driven by the declining sales trend of Skintific products and the research gap identified in previous studies. The main objective is to examine the influence of Online Customer Review, Online Customer Rating, and Product Quality on the purchase decision of Skintific products on the TikTok Shop platform among Generation Z, specifically students from the Faculty of Economics and Business at Trunodjoyo Madura University. A sample of 100 respondents was selected using purposive sampling technique. Primary data were collected through an online questionnaire using a Likert scale. Analysis was conducted using SmartPLS software via the SEM-PLS approach, encompassing evaluations of the outer model, inner model, and hypothesis testing. The partial testing results (t-test) indicate that Product Quality has a significant positive influence on purchase decisions, while Online Customer Review and Online Customer Rating show no significant influence. However, simultaneously (F-test), all three variables collectively exert a significant influence on purchase decisions.

Keywords: *Online Customer Review, Online Customer Rating, Product Quality, Purchase Decision, TikTok Shop, Generation Z.*