

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *content marketing*, ulasan konsumen, dan citra merek terhadap keputusan pembelian produk *skincare* The Originote pada pengguna media sosial TikTok. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Populasi dalam penelitian ini adalah seluruh pengguna TikTok yang mengetahui produk *skincare* The Originote, dengan sampel sebanyak 100 responden yang dipilih menggunakan teknik purposive sampling berdasarkan kriteria tertentu, yaitu konsumen yang pernah melihat konten atau membeli produk The Originote melalui TikTok. Instrumen penelitian yang digunakan berupa kuesioner dengan skala Likert 1–5 untuk mengukur variabel *content marketing*, ulasan konsumen, citra merek, dan keputusan pembelian. Data dianalisis menggunakan metode SEM-PLS (Structural Equation Modeling–Partial Least Square) melalui pengujian outer model dan inner model. Hasil penelitian menunjukkan bahwa *content marketing* berpengaruh positif dan signifikan terhadap keputusan pembelian. Ulasan konsumen tidak berpengaruh signifikan terhadap keputusan pembelian. Sementara itu, citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian. Temuan ini menunjukkan bahwa strategi pemasaran melalui konten digital yang menarik dan citra merek yang kuat mampu meningkatkan keputusan pembelian konsumen, sedangkan ulasan konsumen belum menjadi faktor utama dalam mendorong pembelian produk *skincare* The Originote.

Kata Kunci: *Content Marketing*, Ulasan Konsumen, Citra Merek, Keputusan Pembelian.

ABSTRACT

This study aims to analyze the influence of content marketing, consumer reviews, and brand image on purchase decisions for The Originote skincare products among TikTok users. This research employed a quantitative approach using a survey method. The population consisted of TikTok users who were familiar with The Originote skincare products, with a sample of 100 respondents selected through purposive sampling based on specific criteria, namely consumers who had seen content about or purchased The Originote products through TikTok. The research instrument used was a questionnaire based on a 5-point Likert scale to measure the variables of content marketing, consumer reviews, brand image, and purchase decisions. Data were analyzed using SEM-PLS (Structural Equation Modeling–Partial Least Square) through outer model and inner model testing. The results showed that content marketing had a positive and significant effect on purchase decisions. Consumer reviews did not have a significant effect on purchase decisions. Meanwhile, brand image had a positive and significant effect on purchase decisions. These findings indicate that attractive digital content marketing strategies and a strong brand image can improve consumer purchase decisions, while consumer reviews have not yet become a primary factor in encouraging the purchase of The Originote skincare products.

Keywords: *Content Marketing, Consumer Reviews, Brand Image, Purchase Decision.*