

ABSTRACT

The rapid growth of digital technology has transformed consumer purchasing behavior, particularly among Generation Z, with social commerce platforms such as TikTok Shop becoming increasingly influential in shaping online purchase decisions. This study aims to analyze the effect of authenticity of content, social proof, influencer-consumer parasocial relationship, TikTok algorithmic exposure, and perceived entertainment value on purchase decisions for Skintific skincare products on TikTok Shop.

This research employs a quantitative approach using primary data collected through questionnaires distributed to Generation Z consumers who have used TikTok Shop. The sampling technique used is purposive sampling, with respondents consisting of students of Universitas Diponegoro. The data analysis method applied in this study is Structural Equation Modeling (SEM) using AMOS software to test the relationships among variables.

The findings of this study are expected to provide empirical evidence regarding the influence of digital marketing and social media-related factors on consumer purchase decisions. The results are also expected to contribute theoretically to the development of consumer behavior and digital marketing literature, as well as provide practical implications for businesses, especially skincare brands, in designing more effective marketing strategies through TikTok Shop.

Keywords: Authenticity of Content, Social Proof, Parasocial Relationship, TikTok Algorithmic Exposure, Perceived Entertainment Value, Purchase Decision, TikTok Shop.



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