

## **ABSTRAK**

### **PENGARUH *CONTENT QUALITY*, *PRICE PERCEPTION*, *E-WOM* TERHADAP KEPUTUSAN PEMBELIAN SKINCARE ELFORMULA DI TIKTOK SHOP**

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Penelitian ini bertujuan untuk menganalisis pengaruh Kualitas Konten, Persepsi Harga, dan Electronic Word of Mouth (E-WOM) terhadap keputusan pembelian skincare ELFormula di platform TikTok Shop. Menggunakan pendekatan kuantitatif dengan teknik purposive sampling, penelitian ini melibatkan 101 pengguna TikTok Shop di Kota Medan yang pernah membeli produk skincare ELFormula. Data dianalisis menggunakan Structural Equation Modelling-Partial Least Square (SEM-PLS). Hasil penelitian menunjukkan bahwa Kualitas Konten dan Persepsi Harga tidak berpengaruh signifikan terhadap keputusan pembelian, sedangkan E-WOM berpengaruh positif signifikan dengan koefisien jalur sebesar 0,673 dan ukuran efek sebesar 0,764. Secara bersamaan, ketiga variabel tersebut berpengaruh signifikan terhadap keputusan pembelian dengan nilai R-square sebesar 0,893. Temuan ini menunjukkan bahwa dalam konteks pembelian skincare di platform social commerce, ulasan dan rekomendasi dari konsumen lain merupakan faktor dominan yang mempengaruhi keputusan pembelian dibandingkan dengan kualitas konten dan persepsi harga.

**Kata Kunci: Kualitas Konten, Persepsi Harga, E-WOM, Keputusan Pembelian, TikTok Shop**

## **ABSTRACT**

### ***THE INFLUENCE OF CONTENT QUALITY, PRICE PERCEPTION, AND E-WOM ON ELFORMULA SKINCARE PURCHASE DECISIONS ON TIKTOK SHOP***

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*This study aims to analyze the influence of Content Quality, Price Perception, and Electronic Word of Mouth (E-WOM) on ELFormula skincare purchase decisions on TikTok Shop platform. Using a quantitative approach with purposive sampling, the research involved 101 TikTok Shop users in Medan City who had purchased ELFormula skincare products. Data were analyzed using Structural Equation Modelling-Partial Least Square (SEM-PLS). The results showed that Content Quality and Price Perception had no significant effect on purchase decisions, while E-WOM had a significant positive effect with a path coefficient of 0.673 and effect size of 0.764. Simultaneously, the three variables significantly influenced purchase decisions with an R-square value of 0.893. This finding indicates that in the context of skincare purchases on social commerce platforms, reviews and recommendations from other consumers are the dominant factors influencing purchase decisions compared to content quality and price perception.*

***Keywords: Content Quality, Price Perception, E-WOM, Purchase Decision, TikTok Shop***