

Abstract

The advent of contemporary technology has precipitated a rapid transformation in nearly every facet of human existence. A modest illustration of this phenomenon can be observed in the domain of buying and selling activities. The fulfillment of these needs can be accomplished with ease through the use of a smartphone, without the need to leave one's residence. A considerable number of online store and e-commerce services offer a variety of appealing promotions, thereby stimulating consumer interest in their services. A notable example of this phenomenon is TikTok shop. TikTok Shop is an application service that facilitates the online buying and selling process. The objective of this study is to examine the impact of celebrity endorsement on consumer purchasing behavior at the TikTok shop. The subsequent investigation will entail an examination of the correlation between product quality and consumer purchasing decisions at the Tiktok shop. The third point pertains to the role of viral marketing and customer reviews in influencing consumer purchasing decisions at the Tiktok shop. In this study, the researchers employed qualitative research methods. The present study incorporated data collection through observation and the administration of questionnaires. The research sample comprised 240 respondents, who were selected using the Slovin formula. The present study utilizes validity and reliability tests on smartPLS 4.1 to assess the model's performance. The data analysis technique employed in this research is structural equation modeling (SEM), which is based on partial least square (PLS) through the measurement model test stage (outer model) and the test on the structural model (inner model). The findings indicated that the celebrity endorsement variable exerted a simultaneous positive effect on purchasing decisions, as evidenced by the F test results of 0.752. However, the partial test results did not meet the stipulated requirements, as demonstrated by the t-statistic value of 0.413 and p-values of 0.680. Concurrently, the product quality variable exerts a positive influence on the decision to purchase, as evidenced by the outcomes of the F test (0.752), the t-statistic (3.083), and the p-values (0.002). The present study has demonstrated that the viral marketing variable exerts a simultaneous and partial positive effect on purchasing decisions. This finding is supported by the F test results (0.752), the t-statistic value (2.462), and the p-values (0.014). The customer review variable has been shown to exert a simultaneous and partial positive effect on purchasing decisions, as evidenced by the results of the F test (0.752), the t-statistic value (3.923), and p-values (0.000).

Keywords: The following topics will be discussed: celebrity endorsement, product quality, viral marketing, customer reviews, purchasing decisions, TikTok Shop, SmartPLS, and e-commerce.

Abstrak

Perkembangan teknologi saat ini telah menyongsong berkembang yang pesat, mempengaruhi hampir seluruh bagian kehidupan. Salah satu contoh kecilnya adalah kegiatan berjual beli. Dalam memenuhi kebutuhan tersebut dapat dilakukan dengan mudah hanya bermodalkan gadget (smartphone), tanpa harus keluar dari rumah. Banyak dari layanan toko online/e-commers yang menawarkan beberapa macam promosi menarik sehingga para konsumen semakin tertarik untuk menggunakan layanannya. Salah satu contohnya ialah TikTok shop. Tiktok shop merupakan layanan aplikasi yang berperan dalam proses jual beli online. Adapun tujuan dari penelitian ini ialah untuk mengkaji: (1) analisis dampak dukungan celebrity terhadap tindakan pembelian

konsumen di tiktok shop. (2) analisis kualitas produk mengenai keputusan pembelian konsumen di tiktok shop. (3) viral marketing dan juga ulasan pelanggan mengenai keputusan pembelian konsumen di tiktok shop. Pada penelitian ini penulis menggunakan metode penelitian kualitatif. Penelitian ini juga menggunakan pengumpulan data pada observasi dan kuesioner. Sampel penelitian sebanyak 240 responden menggunakan teknik pengambilan sampel dengan metode teknik rumus slovin. Pengujian pada penelitian ini menggunakan uji validitas dan uji rehabilitas pada smartPLS 4.1. Teknik analisis data yang digunakan pada penelitian tersebut ialah structural equation modeling (SEM) berbasis partial least square (PLS) melalui tahap uji measurement model (outer model) dan uji pada model structural (inner model). Hasil penelitian yang didapat bahwa variabel celebrity endorsment berpengaruh positif secara simultan terhadap keputusan pembelian yang di paparkan dengan hasil uji F 0,752, tetapi hasil uji secara parsial tidak memenuhi syarat, dapat dilihat dari nilai pada t-statistik sebesar 0,413 dan p-values sebesar 0,680. Sedangkan variabel kualitas produk berpengaruh positif secara simultan dan secara parsial terhadap keputusan pada pembelian yang di tunjukkan dengan hasil uji F 0,752, t-statistik sebesar 3,083, dan p-values sebesar 0,002. Variabel viral marketing ini juga berpengaruh positif secara simultan dan parsial terhadap keputusan pada pembelian, hal ini di tunjukkan pada hasil uji F 0,752, nilai t-statistik sebesar 2,462 dan p-values 0,014. Dan variabel ulasan pelanggan juga berpengaruh positif secara simultan dan parsial terhadap keputusan pada pembelian, hal ini di tunjukkan dengan hasil uji F 0,752, nilai t-statistik 3,923 dan p-values 0,000.

Kata Kunci: Celebrity Endorsement, Kualitas Produk, Viral Marketing, Ulasan Pelanggan, Keputusan Pembelian, TikTok Shop, SmartPLS, E-commerce.