

ABSTRAK

Perkembangan e-commerce berbasis media sosial mendorong munculnya strategi pemasaran digital yang semakin intensif, khususnya pada platform TikTok Shop yang mengusung konsep *shoppertainment*. Penelitian ini bertujuan untuk menganalisis pengaruh **content marketing, influencer marketing, dan online customer review** terhadap **kepuasan pelanggan TikTok Shop**. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Populasi penelitian adalah mahasiswa Fakultas Ekonomi Universitas Prima Indonesia di Kota Medan yang merupakan pengguna aktif TikTok Shop. Teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah responden sebanyak **349 orang**. Data dikumpulkan melalui kuesioner skala Likert dan dianalisis menggunakan **regresi linier berganda** dengan bantuan SPSS versi 25.

Hasil penelitian menunjukkan bahwa secara parsial **content marketing berpengaruh positif dan signifikan terhadap kepuasan pelanggan, influencer marketing berpengaruh positif dan signifikan terhadap kepuasan pelanggan, serta online customer review berpengaruh positif dan signifikan terhadap kepuasan pelanggan**. Secara simultan, content marketing, influencer marketing, dan online customer review berpengaruh signifikan terhadap kepuasan pelanggan TikTok Shop. Temuan ini mengindikasikan bahwa kualitas konten yang relevan dan informatif, kredibilitas influencer, serta keaslian ulasan pelanggan merupakan faktor penting dalam membentuk pengalaman belanja yang memuaskan. Penelitian ini diharapkan dapat menjadi bahan pertimbangan bagi pelaku usaha dan platform TikTok Shop dalam merancang strategi pemasaran digital yang lebih efektif untuk meningkatkan kepuasan pelanggan.

Kata Kunci: Content Marketing, Influencer Marketing, Online Customer Review, Kepuasan Pelanggan, TikTok Shop.

ABSTRACT

The rapid growth of social media-based e-commerce has encouraged the intensive use of digital marketing strategies, particularly on TikTok Shop, which adopts a shoppertainment concept. This study aims to analyze the effect of content marketing, influencer marketing, and online customer reviews on customer satisfaction on TikTok Shop. This research employs a quantitative approach using a survey method. The population consists of students of the Faculty of Economics at Universitas Prima Indonesia in Medan City who are active users of TikTok Shop. The sampling technique used was purposive sampling, with a total of 349 respondents. Data were collected through questionnaires using a Likert scale and analyzed using multiple linear regression with the assistance of SPSS version 25.

The results show that content marketing has a positive and significant effect on customer satisfaction, influencer marketing has a positive and significant effect on customer satisfaction, and online customer reviews have a positive and significant effect on customer satisfaction. Simultaneously, content marketing, influencer marketing, and online customer reviews have a significant effect on customer satisfaction on TikTok Shop. These findings indicate that relevant and informative content quality, influencer credibility, and authentic customer reviews are key factors in creating a satisfying shopping experience. This study is expected to provide practical insights for business actors and the TikTok Shop platform in developing more effective digital marketing strategies to enhance customer satisfaction.

Keywords: *Content Marketing, Influencer Marketing, Online Customer Review, Customer Satisfaction, TikTok Shop.*