PENGARUH *USER GENERATED CONTENT* TIKTOK TERHADAP *ONLINE PURCHASE INTENTION LIPTINT* BARENBLISS

(Survei pada Generasi Z Pengikut Tiktok Barenbliss)

SKRIPSI

Diajukan Sebagai Salah Satu Syarat untuk Memperoleh

Gelar Sarjana Manajemen pada Program Studi Manajemen

Universitas Pendidikan Indonesia

Oleh:

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2004603

PROGRAM STUDI MANAJEMEN

FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS

UNIVERSITAS PENDIDIKAN INDONESIA

2024

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Skripsi yang Diajukan Sebagai Salah Satu Syarat Memperoleh
Gelar Sarjana Manajemen Program Studi Manajemen
Fakultas Pendidikan Ekonomi dan Bisnis
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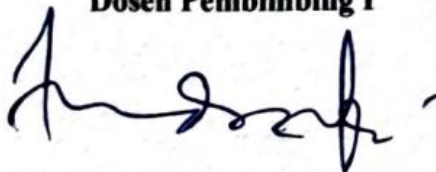Universitas Pendidikan Indonesia
2024

LEMBAR PENGESAHAN SKRIPSI

PENGARUH *USER GENERATED CONTENT* TIKTOK TERHADAP *ONLINE PURCHASE INTENTION LIPTINT* BARENBLISS (SURVEI PADA GENERASI Z PENGIKUT TIKTOK BARENBLISS)

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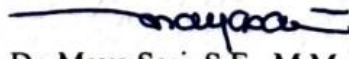Disetujui dan disahkan oleh:

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BANDUNG

2024

LEMBAR PERNYATAAN

Lembar Pernyataan

Dengan ini saya menyatakan bahwa skripsi berjudul "**Pengaruh *User Generated Content* Tiktok Terhadap *Online Purchase Intention* Produk Barenbliss (Survei Pada Generasi Z Pengikut Tiktok Barenbliss)**" beserta seluruh isi di dalamnya ini murni disusun oleh penulis tanpa adanya plagiasi yang kontradiktif dengan aturan keilmuan yang beredar, Melalui pernyataan ini, saya menyatakan bersedia untuk bertanggung jawab atas risiko atau sanksi bilamana ditemukan adanya pelanggaran terhadap integritas keilmuan atau adanya klaim terhadap karya saya di masa mendatang.

Bandung, Agustus 2024

Yang membuat pernyataan

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ABSTRAK

Lovitha Adella Haya (2004603) "Pengaruh *User Generated Content* Tiktok terhadap *Online Purchase Intention Liptint* Barenbliss (Survei pada Generasi Z Pengikut Tiktok Barenbliss)"

Meningkatnya jumlah perusahaan dan pangsa pasar di industri seiring dengan meningkatnya kesadaran wanita untuk berpenampilan menarik beserta kemudahan akses konten di media sosial membuat setiap brand perlu berkompetisi untuk dapat menarik *Online Purchase Intention* konsumen dengan menerapkan strategi marketing yang efektif. Penelitian dijalankan dengan mengambil permasalahan berupa rendahnya *Online Purchase Intention* Barenbliss dibandingkan dengan brand lain, yang jika dibiarkan maka akan berdampak pada tingkat penjualan dan tergantikannya oleh brand lain. *User Generated Content* menjadi alternatif solusi yang digunakan untuk meningkatkan minat beli online dari konsumen. Dari permasalahan tersebut, dibuat skripsi ini dengan tujuan untuk mengetahui gambaran dari *User Generated Content*, gambaran tingkat *Online Purchase Intention*, serta pengaruhnya antar variabel. Penelitian menggunakan metode kuantitatif dengan jenis analisis data deskriptif-kuantitatif serta desain penelitian kausal. Penentuan sampel menggunakan *probability simple random sampling* terhadap Generasi Z *followers* Tiktok @barenbliss_id dan didapat sejumlah 395 sampel. Teknik pengumpulan data primer melalui kuesioner Google Form dan Wawancara dengan pengujian berupa uji validitas dan uji reliabilitas, uji normalitas *Kolmogorov-Smirnov*, uji korelasi Pearson, uji regresi linear sederhana serta uji hipotesis dengan bantuan alat SPSS. Terdapat temuan hasil bahwa gambaran *User Generated Content* Tiktok dan gambaran tingkat *Online Purchase Intention* dikategorikan "sangat tinggi" dengan pengaruh positif signifikan dari *User Generated Content* Tiktok terhadap *Online Purchase Intention* Liptint Barenbliss.

Kata Kunci: *User Generated Content, Online Purchase Intention,* Tiktok, Barenbliss, Generasi Z.

ABSTRACT

Lovitha Adella Haya (2004603) *"The Effect of Tiktok User Generated Content on Online Purchase Intention Barenbliss Liptint (Survey on Barenbliss's Generation Z Tiktok Followers)"*

The increases of brands and market share in beauty industry along with the improvement of women's awareness toward self-grooming, as well as the easy access to contents makes every brand have the urge to compete to attract customer Online Purchase Intention by applying effective marketing strategy. This research is done by solving the occurring problem of Barenbliss's low Online Purchase Intention rate compared to other brands, which if it left alone, it would affect sales and other brands would take over. User Generated Content becomes alternative to maintain and improve customer Online Purchase Intention. From that issue, author decided to do this research with objectives to know the outline of User Generated Content, the outline level of Online Purchase Intention, and the effects to each variables. Research conducted with quantitative method, descriptive and quantitative data analysis, and causal research design. Sample chosen by using probability simple random sampling to @barenbliss_id Tiktok followers in Gen-Z segment, which gained 395 samples. Google Form Questionnaire and In-Depth Interview were used as primary data collecting technique with the testing in form of validity and reability testing, Kolmogorov-Smirnov normality testing, Pearson correlation testing, simple linear regression test, and hypothesis test with the help of SPSS tool. Based on results, discovered that Tiktok User Generated Content and the level of Online Purchase Intention were considered "Very High" with the significant positive influence from UGC Tiktok towards Online Purchase Intention of Barenbliss Liptint.

Keywords: User Generated Content, Online Purchase Intention, Tiktok, Barenbliss, Generation Z.

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DAFTAR ISI

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DAFTAR GAMBAR

DAFTAR TABEL

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