

## ABSTRACT

**Andreas Fernandes Silaban, NIM. 7203250018, *The Influence of Influencer Marketing on Skincare Purchase Decisions with E-WOM as a Moderating Variable on TikTok LIVE (Case Study of Students in the Digital Business Program at Universitas Negeri Medan)*, Thesis, Department of Management, Digital Business Program, Faculty of Economics, State University of Medan 2024.**

This study aims to analyze the influence of influencer marketing on skincare purchase decisions with electronic word of mouth (eWOM) as a moderating variable on the TikTok LIVE platform among students in the Digital Business Program at Universitas Negeri Medan. The research employs a quantitative approach, with data collection conducted through questionnaires. The sample consists of 77 respondents selected using purposive sampling. Data analysis is conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method via the SmartPLS 4 software.

The results show that influencer marketing has a positive and significant effect on purchase decisions, with a coefficient value of 0.319, a T-statistic value of 3, and a P-value of 0.003. Additionally, electronic word of mouth is proven to moderate the influence of influencer marketing on purchase decisions, with a coefficient value of 0.432, a T-statistic value of 2.801, and a P-value of 0.005. These findings highlight the importance of electronic word of mouth in enhancing the effectiveness of influencer marketing strategies in driving consumer purchase decisions.

**Keywords:** Influencer Marketing, Electronic Word of Mouth, Purchase Decision, TikTok LIVE.

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## ABSTRAK

**Andreas Fernandes Silaban, NIM. 7203250018, Pengaruh *Influencer Marketing* terhadap Keputusan Pembelian *Skincare* dengan E-WOM sebagai Variabel Moderator di TikTok LIVE (Studi Kasus Mahasiswa Prodi Bisnis Digital Universitas Negeri Medan), Skripsi Jurusan Manajemen, Program Studi Bisnis Digital, Fakultas Ekonomi, Universitas Negeri Medan 2024**

Penelitian ini bertujuan untuk menganalisis pengaruh *influencer marketing* terhadap keputusan pembelian *skincare* dengan *eWOM* (*electronic word of mouth*) sebagai variabel moderator pada platform TikTok LIVE di kalangan mahasiswa Prodi Bisnis Digital Universitas Negeri Medan. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan teknik pengumpulan data berupa kuesioner. Sampel penelitian ini terdiri dari 77 responden yang dipilih menggunakan teknik *purposive sampling*. Data dianalisis menggunakan metode *Partial Least Squares Structural Equation Modeling* (PLS-SEM) melalui perangkat lunak SmartPLS 4.

Hasil penelitian menunjukkan bahwa *influencer marketing* berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai koefisien sebesar 0.319, nilai *T-statistic* sebesar 3 dan *P-value* sebesar 0.003. Selain itu, *electronic word of mouth* juga terbukti mampu memoderasi pengaruh *influencer marketing* terhadap keputusan pembelian dengan nilai koefisien sebesar 0.432, nilai *T-statistic* sebesar 2.801 dan *P-value* sebesar 0.005. Temuan ini menunjukkan pentingnya peran *electronic word of mouth* dalam memperkuat efektivitas strategi *influencer marketing* dalam meningkatkan keputusan pembelian konsumen.

**Kata kunci:** *Influencer Marketing*, *Electronic Word of Mouth*, Keputusan Pembelian, TikTok LIVE

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