

RINGKASAN

Penelitian ini merupakan penelitian kuantitatif dengan pendekatan survei yang bertujuan untuk menganalisis pengaruh *Social Media Marketing* dan *Brand Awareness* terhadap Keputusan Pembelian produk Skintific di Tiktok Shop. Objek penelitian ini adalah seluruh mahasiswa S1 program Studi Manajemen Universitas Dharma Andalas yang pernah melakukan pembelian produk Skintific melalui Tiktok Shop.

Populasi dalam penelitian ini adalah seluruh mahasiswa S1 Manajemen Universitas Dharma Andalas angkatan 2022-2025. Teknik pengambilan sampel yang digunakan adalah Probability Stratified Random Sampling, sehingga diperoleh jumlah sampel sebanyak 207 responden. Data penelitian dikumpulkan melalui penyebaran kuesioner dengan skala Likert yang disusun berdasarkan indikator masing-masing variabel penelitian.

Metode analisis data yang digunakan adalah analisis regresi linier berganda dengan bantuan perangkat lunak SPSS. Hasil penelitian menunjukkan bahwa: (1) *Social Media Marketing* berpengaruh positif namun tidak signifikan terhadap Keputusan Pembelian, (2) *Brand Awareness* berpengaruh positif dan signifikan terhadap Keputusan Pembelian, serta (3) *Social Media Marketing* dan *Brand Awareness* secara simultan berpengaruh positif dan signifikan terhadap Keputusan Pembelian produk Skintifik di Tiktok Shop.

Berdasarkan hasil penelitian tersebut, dapat disimpulkan bahwa semakin baik penerapan strategi *Social Media Marketing* dan semakin tinggi tingkat *Brand Awareness*, maka keputusan pembelian konsumen terhadap produk Skintific di Tiktok Shop akan semakin meningkat. Oleh karena itu, pihak perusahaan diharapkan dapat terus mengoptimalkan strategi pemasaran melalui media sosial, khususnya Tiktok Shop, serta memperkuat kesadaran merek guna meningkatkan Keputusan Pembelian.

Kata Kunci: Social Media Marketing, Brand Awareness dan Keputusan Pembelian

SUMMARY

This study is a quantitative research using a survey approach aimed at examining the effect of Social Media Marketing and Brand Awareness on Purchase Decisions of Skintific products on TikTok Shop. The object of this research is undergraduate students of the Management Study Program at Universitas Dharma Andalas who have previously purchased Skintific products through TikTok Shop.

The population of this study consists of undergraduate students of the Management Study Program at Universitas Dharma Andalas from the 2022–2025 cohorts. The sampling technique applied was proportionate stratified random sampling, resulting in a total of 207 respondents. Data were collected through questionnaires using a Likert scale based on indicators of each research variable.

The data analysis method used in this research was multiple linear regression analysis with the assistance of SPSS software. The results indicate that: (1) Social Media Marketing has a positive and significant effect on purchase decisions, (2) Brand Awareness has a positive and significant effect on purchase decisions, and (3) Social Media Marketing and Brand Awareness simultaneously have a positive and significant effect on purchase decisions of Skintific products on TikTok Shop.

Based on these findings, it can be concluded that effective social media marketing strategies and strong brand awareness play an important role in influencing consumers' purchase decisions. Therefore, companies are expected to continuously optimize their social media marketing activities, particularly on TikTok, and strengthen brand awareness to enhance consumer purchase decisions.

Keywords: *Social Media Marketing, Brand Awareness, Purchase Decision*