

THE INFLUENCE OF INFLUENCER MARKETING AND BRAND AWARENESS ON PURCHASE DECISIONS FOR SKINTIFIC PRODUCTS ON TIKTOK SHOP IN BOGOR REGENCY

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ABSTRACT

This study aims to analyze Influencer Marketing and Brand Awareness on Purchasing Decisions of Skintific products on TikTok Shop in Bogor Regency . The development of social media , especially TikTok, has driven changes in consumer behavior in seeking information and making product purchases . So that digital- based marketing strategies such as the use of influencers and increasing brand awareness are very important . The method used is a quantitative approach with a descriptive verification research type . The population in this study were TikTok Shop users in Bogor Regency , the sample in this study was 102 respondents . Data were collected through questionnaires distributed to respondents who had seen or purchased Skintific products . Data analysis techniques used include validity testing , reliability testing , linear regression analysis and hypothesis testing to examine the influence between variables . This research is expected to contribute to companies and design effective digital marketing strategies , especially in utilizing influencer marketing and increasing brand awareness to encourage consumer purchasing decisions in a sustainable manner.

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