

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui, menganalisis dan menguji variabel *content marketing*, *online customer review* dan harga terhadap keputusan pembelian TikTok *shop* di Surabaya. Populasi yang digunakan dalam penelitian ini yaitu pengguna aktif di aplikasi TikTok *Shop* di Surabaya.

Teknik pengambilan sampel adalah menggunakan *Purposive Sampling* dengan jumlah sampel 98 responden. Teknik analisis data yang digunakan dalam penelitian ini adalah uji instrument dengan uji validitas dan uji reliabilitas, asumsi klasik dan analisis regresi linear berganda dengan bantuan aplikasi SPSS 29. Hasil penelitian ini menunjukkan bahwa variabel *content marketing* berpengaruh positif signifikan terhadap keputusan pembelian. Variabel *online customer review* berpengaruh positif signifikan terhadap keputusan pembelian. Variabel harga berpengaruh positif signifikan terhadap keputusan pembelian.

**Kata kunci:** *content marketing*, *online customer review*, harga, keputusan pembelian

## **ABSTRACT**

*This research aims to determine, analyze, and examine the content marketing, online customer review, and price on purchasing decisions of TikTok shops in Surabaya. Furthermore, the population consists of regular users of the TikTok shops in Surabaya.*

*The data collection technique used a purposive sampling, in which the sample was based on the criteria given. In line with that, there were 98 respondents in the sample. The data analysis technique used an instrument test with validity and reliability tests, a classical assumption test, and multiple linear regression with SPSS (Statistical Product and Service Solution) 29 Versions. Moreover, the result concludes that content marketing has a positive and significant effect on the purchasing decisions of TikTok shops in Surabaya. Likewise, online customer review has a positive and significant effect on the purchasing decisions of TikTok shops in Surabaya. Similarly, price has a positive and significant effect on the purchasing decisions of TikTok shops in Surabaya.*

**Keywords:** *content marketing, online customer review, price, and purchasing decisions.*

I certify that this translation is true and accurate. Prepared by a professional translator. This translation is provided on this day 3/3/25

M. Faisol, Pd, M.Pd  
STIESIA Surabaya Center