

Abstrak

Penelitian ini bertujuan untuk menguji dan menganalisis citra merek, ulasan pelanggan secara daring, dan kepercayaan konsumen terhadap keputusan pembelian di platform e-commerce TikTok Shop. Latar belakang studi ini berangkat dari pesatnya pertumbuhan TikTok Shop sebagai salah satu media sosial yang bertransformasi menjadi platform social commerce yang populer di Indonesia, serta pentingnya aspek psikologis dalam perilaku konsumen saat berbelanja online. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan teknik survei melalui penyebaran kuesioner kepada 97 responden yang merupakan pengguna aktif TikTok Shop. Analisis data dilakukan menggunakan regresi linear berganda dengan bantuan perangkat lunak SPSS. Hasil analisis menunjukkan bahwa citra merek, ulasan pelanggan online, dan kepercayaan konsumen secara signifikan dan positif memengaruhi keputusan pembelian. Temuan ini menunjukkan bahwa pelaku usaha di TikTok Shop perlu memperkuat persepsi merek, mengelola ulasan pelanggan dengan baik, serta membangun kepercayaan konsumen guna mendorong peningkatan pembelian.

Kata kunci: Citra Merek, Ulasan Pelanggan Daring, Kepercayaan Konsumen, Keputusan Pembelian, TikTok Shop.



Abstract

The research examines and analyzes the brand image, online customers' reviews, and customers' trust towards the purchasing decision at the TikTok Shop e-commerce platform. This research was conducted due to the rapid growth of TikTok Shop as a social media platform that has transformed into a popular social commerce platform in Indonesia, and the importance of psychology aspects in the customers' behavior while online shopping. Furthermore, the research applies quantitatively, with a survey approach by distributing questionnaires to 97 respondents who were active TikTok Shop users. The data analysis used was multiple linear regressions with SPSS. The research shows that brand image, online customers' reviews, and customers' trust have a positive and significant effect on purchasing decisions. These findings show that TikTok users are required to strengthen their brand perception, manage customers' reviews well, and build customers' trust to encourage increased purchases.

Keywords: *brand image, online customers' reviews, customers' trust, purchasing decisions, and TikTok Shop.*

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