

INTISARI

Perkembangan industri kecantikan, khususnya *skincare*, kini berkembang pesat. Meningkatnya kesadaran akan pentingnya perawatan kulit, mendorong permintaan yang tinggi terhadap produk *skincare*, terutama *basic skincare*. Sementara itu, pertumbuhan media sosial, seperti Tiktok dan Reels Instagram, sebagai media komunikasi bisnis dinilai mampu menjembatani industri kecantikan dalam mempromosikan produknya guna tercapainya strategi pemasaran yang efektif agar dapat mempertahankan eksistensinya dalam persaingan bisnis sekarang ini. Salah satu strategi yang dapat dilakukan adalah dengan menggunakan *Electronic Word of Mouth* (EWOM) berupa konten ulasan produk. Tidak hanya media sosial, penelitian terdahulu juga mengungkapkan bahwa karakteristik sosiodemografi dapat mempengaruhi keputusan pembelian. Oleh karena itu, penelitian ini dilakukan guna memberikan gambaran nyata bagaimana karakteristik sosiodemografi dan konten ulasan produk dapat mempengaruhi keputusan pembelian produk *basic skincare* di kalangan mahasiswa.

Penelitian menggunakan pendekatan non-eksperimental deskriptif dengan melibatkan 110 sampel pada populasi mahasiswa S-1 Universitas Gadjah Mada. Teknik pengambilan sampel menggunakan *nonprobability sampling*, yaitu *accidental sampling* melalui kuesioner skala *4-likert-4-point* yang disebarluaskan secara daring melalui *Google Form*. Data dianalisis dengan statistik deskriptif, uji T, uji F, dan uji *Chi-Square* menggunakan Microsoft Excel 365 dan IBM SPSS *Statistic 25*.

Hasil studi mengungkapkan bahwa faktor kualitas interaksi, kegunaan/kebermanfaatan konten ulasan produk, faktor kepercayaan, dan faktor keterlibatan produk pada konten ulasan produk mempengaruhi keputusan pembelian produk *skincare* mahasiswa S-1 Universitas Gadjah Mada ($p \text{ value} < 0,05$). Lebih lanjut, usia terbukti tidak berpengaruh secara signifikan terhadap minat beli konsumen ($p \text{ value} > 0,05$). Sebaliknya, pendapatan diketahui berpengaruh secara signifikan terhadap minat beli konsumen ($p \text{ value} < 0,05$). Studi ini diharapkan mampu mengoptimalkan strategi pemasaran dengan memanfaatkan konten ulasan produk pada Tiktok dan Reels Instagram secara lebih efektif.

Kata Kunci : konten ulasan produk, *electronic word of mouth* (EWOM), *basic skincare*, keputusan pembelian

ABSTRACT

The beauty industry, especially skincare products, is currently growing rapidly. The increasing awareness of the importance of skincare has driven high demand for skincare products, particularly basic skincare. Meanwhile, the growth of social media platforms, such as Tiktok and Instagram Reels as business communication media, is considered capable of bridging the beauty industry in promoting its products to achieve effective marketing strategies, ensuring its existence in today's competitive business landscape. One strategy that can be applied is utilizing Electronic Word of Mouth (EWOM) through product review content. In addition to social media, previous studies have also revealed that sociodemographic characteristics can influence purchasing decisions. Therefore, this study aims to provide a concrete depiction of how sociodemographic characteristics and product review content can influence the purchasing decisions of basic skincare products among university students.

This research uses a descriptive non-experimental approach involving 110 samples of undergraduate students at Gadjah Mada University. The sampling technique used non-probability sampling, specifically accidental sampling, through a 4-likert-4-point scale questionnaire distributed online via Google Forms. The data was analyzed using descriptive statistics, T-test, F-test, and Chi-Square test using Microsoft Excel 365 and IBM SPSS Statistics 25.

The result of the study revealed that interaction quality, usefulness of product review content, trust factors, and product involvement in product review content significantly influence the purchasing decisions of undergraduate students for skincare products at Gadjah Mada University ($p\text{-value} < 0,005$). Furthermore, age was found to have no significant effect on consumer purchase intention ($p\text{-value} > 0,005$). Conversely, income significantly affected consumer purchase intention ($p\text{-value} < 0,005$). This study is expected to optimize marketing strategies by utilizing product review content on Tiktok and Instagram reels more effectively.

Keywords : product review content, electronic word of mouth (EWOM), basic skincare, purchasing decision.