

ABSTRAK

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2025

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Pengaruh *Social Media Marketing* dan *Online Consumer Review* terhadap Minat Beli Generasi Z Pengguna Tiktok Shop di DKI Jakarta melalui Kepercayaan sebagai Variabel Mediasi serta Tinjauannya Menurut Sudut Pandang Islam.

(156 halaman + xv halaman + 20 tabel + 5 gambar + 5 lampiran)

Uraian Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *Social Media Marketing* dan *Online Consumer Review* terhadap Minat Beli Generasi Z pengguna Tiktok Shop di DKI Jakarta dengan Kepercayaan sebagai variabel mediasi serta ditinjau dari sudut pandang Islam. Populasi dalam penelitian ini adalah individu dari Generasi Z yang aktif menggunakan Tiktok Shop di wilayah DKI Jakarta, dengan jumlah sampel sebanyak 160 responden yang dipilih menggunakan teknik *purposive sampling*. Pengumpulan data dilakukan melalui survei menggunakan kuesioner, sedangkan analisis data menggunakan metode *Partial Least Square Structural Equation Modeling* (PLS-SEM) dengan bantuan aplikasi SPSS dan WarpPLS. Hasil penelitian menunjukkan bahwa *Social Media Marketing* berpengaruh positif dan signifikan terhadap minat beli. *Online consumer review* berpengaruh positif dan tidak signifikan terhadap minat beli. Kepercayaan berpengaruh positif dan signifikan terhadap minat beli. *Social Media Marketing* berpengaruh positif dan signifikan terhadap kepercayaan. *Online consumer review* berpengaruh positif dan tidak signifikan terhadap kepercayaan. Kepercayaan memediasi pengaruh *Social Media Marketing* terhadap minat beli. Kepercayaan tidak memediasi *Online consumer review* terhadap minat beli. Dalam sudut pandang Islam, strategi pemasaran dan penyampaian ulasan harus dilandasi oleh prinsip kejujuran, transparansi, dan tanggung jawab moral, sehingga dapat membangun kepercayaan konsumen serta mendorong minat beli yang tidak hanya rasional tetapi juga sesuai dengan nilai-nilai syariah.

Kata Kunci: *Social Media Marketing* , *Online Consumer Review*, Kepercayaan, Minat Beli, Jujur, Transparansi, Gen Z, Tiktok Shop.

ABSTRACT

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2025

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The Influence of Social Media Marketing and Online Consumer Review on Purchase Intention of Generation Z TikTok Shop Users in DKI Jakarta through Trust as a Mediating Variable and Its Review from an Islamic Perspective.

(156 pages + xv pages + 20 tables + 5 figures + 5 attachments)

Abstract Description

This study aims to examine the influence of Social Media Marketing and Online Consumer Reviews on Purchase Intention among Generation Z users of TikTok Shop in DKI Jakarta, with Trust as a mediating variable and viewed through an Islamic perspective. The population consists of active Generation Z TikTok Shop users in the DKI Jakarta area. A total of 160 respondents were selected using purposive sampling. Data were collected through a questionnaire survey and analyzed using the Partial Least Square Structural Equation Modeling (PLS-SEM) method with the assistance of SPSS and WarpPLS software. The results indicate that Social Media Marketing has a positive and significant effect on Purchase Intention, while Online Consumer Reviews have a positive but not significant effect. Trust has a positive and significant effect on Purchase Intention. Social Media Marketing also has a significant positive influence on Trust, whereas Online Consumer Reviews do not. Furthermore, Trust successfully mediates the relationship between Social Media Marketing and Purchase Intention, but does not mediate the relationship between Online Consumer Reviews and Purchase Intention. From an Islamic perspective, marketing practices and customer reviews must be rooted in honesty, transparency, and moral responsibility, in order to foster consumer trust and drive purchasing behavior that aligns not only with rational considerations but also with Sharia values.

Keywords: Social Media Marketing , Online Consumer Review, Trust, Purchase Intention, Honesty, Transparency, Generation Z, TikTok Shop.