

**PENGARUH *PRODUCT QUALITY*, *FREE SHIPPING PROMOTION*, DAN *INFLUENCER* TERHADAP *PURCHASE DECISION* DENGAN *ONLINE CUSTOMER REVIEWS* SEBAGAI VARIABEL INTERVENING PADA PRODUK SKINCARE SOMETHINC DI TIKTOK SHOP**

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FAKULTAS EKONOMI DAN BISNIS ISLAM  
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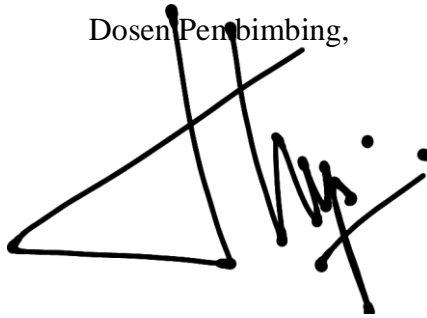
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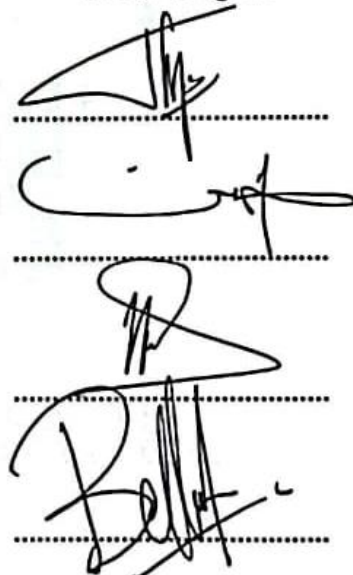
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## ABSTRAK

Penelitian ini bertujuan untuk menganalisis Pengaruh *Product Quality*, *Free Shipping Promotion*, dan *Influencer* terhadap *Purchase Decision* dengan *Online Customer Reviews* sebagai Variabel Intervening pada Produk Skincare somethinc di TikTok Shop pada Generasi Z di Surabaya. Variabel yang diteliti adalah *Product Quality*, *Free Shipping Promotion*, *Influencer*, *Online Customer Reviews* dan *Purchase Decision*.

Penelitian ini memanfaatkan pendekatan kuantitatif. Sampel penelitian mencakup 384 responden, dengan teknik *purposive sampling* untuk pengambilan sampel. Pengumpulan data dilakukan dengan penyebaran kuesioner dalam bentuk google form dengan skala pengukuran 1-4.

Hipotesis diuji dengan analisis *Structural Equation Modeling* (SEM) yang berbasis varians yakni *Partial Least Square* (PLS) versi 4.0.9.9. Analisis ini digunakan untuk menguji hubungan langsung maupun tidak langsung antarvariabel dalam model penelitian.

Hasil analisis memperlihatkan bahwa (1) *Product quality* berpengaruh positif dan signifikan terhadap *purchase decision*; (2) *Free shipping promotion* berpengaruh positif dan signifikan terhadap *purchase decision*; (3) *Influencer* berpengaruh positif dan signifikan terhadap *purchase decision*; (4) *Product quality* berpengaruh positif dan signifikan terhadap *online customer reviews*; (5) *Free shipping promotion* berpengaruh positif dan signifikan terhadap *online customer reviews*; (6) *Influencer* berpengaruh positif dan signifikan terhadap *online customer reviews*; (7) *Product quality* berpengaruh positif dan signifikan terhadap *purchase decision* melalui *online customer reviews* sebagai variabel intervening; (8) *Free shipping promotion* berpengaruh positif dan signifikan terhadap *purchase decision* melalui *online customer reviews* sebagai variabel intervening; (9) *Influencer* berpengaruh positif dan signifikan terhadap *purchase decision* melalui *online customer reviews* sebagai variabel intervening; (10) *Online customer reviews* berpengaruh positif dan signifikan terhadap *purchase decision*.

Kata kunci: *skincare*, *product quality*, *free shipping promotion*, *influencer*, *online customer reviews*, *purchase decision*.

## ABSTRACT

This study aims to analyze the effects of Product Quality, Free Shipping Promotion, and Influencer on Purchase Decisions, with Online Customer Reviews as an intervening variable, for Somethinc skincare products on TikTok Shop among Generation Z consumers in Surabaya. The variables examined in this study include Product Quality, Free Shipping Promotion, Influencer, Online Customer Reviews, and Purchase Decision.

This study employs a quantitative research approach. The research sample consists of 384 respondents, selected using a purposive sampling technique. Data were collected through the distribution of questionnaires via Google Forms using a 1-4 measurement scale.

The hypotheses were tested using Structural Equation Modeling (SEM) based on variance, namely Partial Least Squares (PLS) version 4.0.9.9. This analysis was used to examine both direct and indirect relationships among variables in the research model.

The results of the analysis indicate that: (1) Product quality has a positive and significant effect on purchase decision; (2) Free shipping promotion has a positive and significant effect on purchase decision; (3) Influencer has a positive and significant effect on purchase decision; (4) Product quality has a positive and significant effect on online customer reviews; (5) Free shipping promotion has a positive and significant effect on online customer reviews; (6) Influencer has a positive and significant effect on online customer reviews; (7) Product quality has a positive and significant effect on purchase decision through online customer reviews as an intervening variable; (8) Free shipping promotion has a positive and significant effect on purchase decision through online customer reviews as an intervening variable; (9) Influencer has a positive and significant effect on purchase decision through online customer reviews as an intervening variable; and (10) Online customer reviews have a positive and significant effect on purchase decision.

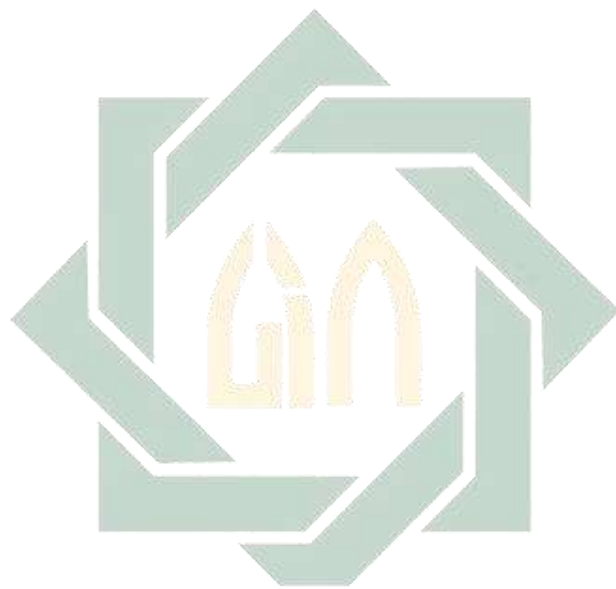
Keywords: skincare, product quality, free shipping promotion, influencer, online customer reviews, purchase decision.

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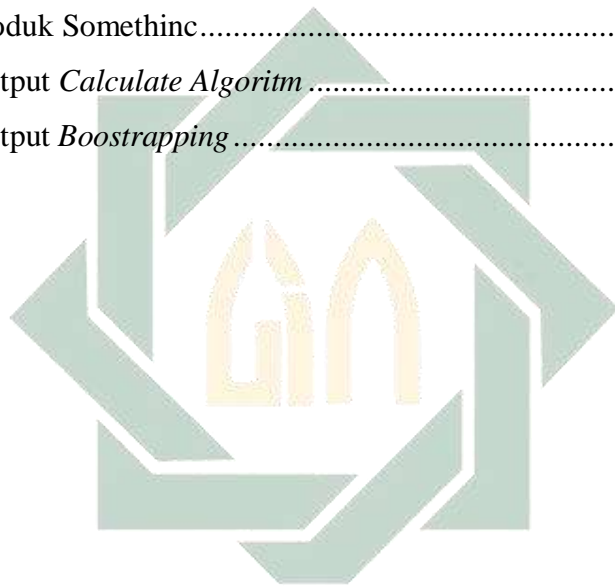
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