

ABSTRAK

PENGARUH ONLINE CUSTOMER RATING DAN ONLINE CUSTOMER REVIEW DI AKUN TIKTOK JELITA COSMETIC TERHADAP KEPUTUSAN PEMBELIAN DENGAN BRAND IMAGE SEBAGAI VARIABEL MEDIASI

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2025

Penelitian ini bertujuan untuk mengetahui 1) pengaruh *online customer rating* terhadap keputusan pembelian di akun TikTok Jelita Cosmetic, 2) pengaruh *online customer review* terhadap keputusan pembelian di akun TikTok Jelita Cosmetic, 3) pengaruh *online customer rating* terhadap keputusan pembelian dengan *brand image* sebagai variabel mediasi di akun TikTok Jelita Cosmetic, 4) pengaruh *online customer review* terhadap keputusan pembelian dengan *brand image* sebagai variabel mediasi di akun TikTok Jelita Cosmetic. Teknik pengambilan sampel menggunakan *teknik non-probability sampling* dengan metode *purposive sampling*, data diperoleh melalui kuesioner yang disebarkan kepada 100 responden yang memenuhi kriteria. Teknik analisis data menggunakan *Partial Least Square* dan pengolahan data menggunakan SmartPLS 4.0. Hasil analisis penelitian menunjukkan bahwa: 1) *online customer rating* tidak berpengaruh terhadap keputusan pembelian pada akun TikTok Jelita Cosmetic, 2) *online customer review* berpengaruh terhadap keputusan pembelian pada akun TikTok Jelita Cosmetic, 3) *online customer rating* berpengaruh terhadap keputusan pembelian pada akun TikTok Jelita Cosmetic melalui *brand image* sebagai mediasi, 4) *online customer review* berpengaruh terhadap keputusan pembelian pada akun TikTok Jelita Cosmetic melalui *brand image* sebagai mediasi.

Kata Kunci: *Online Customer Rating, Online Customer Review, Brand Image, Keputusan Pembelian.*

ABSTRACT

**THE IMPACT OF ONLINE CUSTOMER RATING AND ONLINE
CUSTOMER REVIEW ON TIKTOK JELITA COSMETIC ACCOUNTS
ON PURCHASING DECISIONS WITH BRAND IMAGE AS A
MEDIATING VARIABLE**

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This study aims to determine 1) the effect of online customer ratings on purchasing decisions on the Jelita Cosmetic TikTok account, 2) the effect of online customer reviews on purchasing decisions on the Jelita Cosmetic TikTok account, 3) the effect of online customer ratings on purchasing decisions with brand image as a mediating variable on the Jelita Cosmetic TikTok account, 4) the influence of online customer reviews on purchasing decisions with brand image as a mediating variable on the Jelita Cosmetic TikTok account. The sampling technique used non-probability sampling with a purposive sampling method, and data was obtained through a questionnaire distributed to 100 respondents who met the criteria. Data analysis techniques used Partial Least Square, and data processing used Smart PLS 4. The results of the analysis showed that: 1) online customer ratings do not influence purchasing decisions on Jelita Cosmetic's TikTok account, 2) online customer reviews influence purchasing decisions on Jelita Cosmetic's TikTok account, 3) online customer ratings influence purchasing decisions on Jelita Cosmetic's TikTok account through brand image as a mediator, 4) online customer reviews influence purchasing decisions on Jelita Cosmetic's TikTok account through brand image as a mediator.

Keywords: Online Customer Rating, Online Customer Review, Brand Image, Purchase Decision.