ABSTRAK

Dewasa ini, media sosial TikTok telah menjadi platform populer yang memiliki basis pengguna yang besar diseluruh dunia, termasuk Indonesia. Basis penggunanya didominasi oleh kelompok generasi z, yang saat ini juga merupakan kelompok konsumen terbesar. Hal ini membuat Skintific Indonesia memanfaatkan TikTok dalam pemasarannya. Melalui akun @*skintific_id*, *brand* ini melakukan terpaan iklan untuk meningkatkan penjualan produk *skincare*-nya, dimana terpaan tersebut dapat dilihat dari frekuensi, atensi, dan durasi. Sayangnya, belum ada penelitian yang membahas mengenai pengaruh terpaan iklan di media sosial TikTok terhadap perilaku keputusan pembelian generasi z. Padahal, terpaan iklan esensinya dilakukan demi mengarahkan perilaku pembelian konsumen, begitu juga bagi Skintific Indonesia. Oleh karena itu, penelitian ini bertujuan untuk mengetahui seberapa besar hubungan terpaan iklan terhadap keputusan pembelian audiens generasi z dan kaitannya dengan landasan teori *elaboration likelihood model*. Pengumpulan data melalui *Google form* kepada 109 responden menggunakan *non-probability sampling* pendekatan *purposive*. Hasil penelitian menemukan bahwa frekuensi, atensi, dan durasi terpaan iklan @*skintific_id* di TikTok memiliki pengaruh yang signifikan dan positif terhadap keputusan pembelian audiens generasi z sebesar 22.4%, 34.8%, dan 34.5%. Namun, hasil penelitian juga menemukan bahwa setelah menerima paparan iklan, audiens generasi z cenderung akan melalui pertimbangan kritis dan rasional sebelum mengambil sikap pembelian.

Kata Kunci: Keputusan Pembelian, Model Kemungkinan Elaborasi, Terpaan Iklan

ABSTRACT

Nowadays, TikTok has emerged as a popular social media platform with a vast global user base, including Indonesia. Majority of its users belong to generation z, which happen to be the largest consumer group at present. This has led Skintific Indonesia to utilized TikTok as part of their marketing strategy. Through their account @skintific_id, they employ advertising exposure to boost sales of their skincare product, determined by frequency, attention, and duration factors. However, there hasn't been any research conducted regarding influence of advertising exposure on TikTok on purchasing decision among generation z. Yet, advertising exposure essentially is to influence consumer purchasing behavior, including Skintific Indonesia. Therefore, this study aims to determine the extent of the relationship between advertising exposure and purchasing decisions among gen z audiences, while also considering theorotical foundation of elaboration likelihood model. The data was collected through Google Form from 109 respondents using non-probability with purposive sampling. Findings revealed that frequency, attention, and duration of @skintific_id ads exposure on TikTok significantly and

positively influences the purchasing decisions of gen z audience by 22.4%, 34.8% and 34.5% respectively. However, study also found that after being exposed to advertisement, gen z audience tends to engage in critical and rational considerations before making purchasing decision.

Keywords: *Purchase Decision, Elaboration Likelihood Model, Advertising Exposure*