ABSTRAK

Tasya Ramayanti, NPM 71220312024 (2026). Pengaruh Harga dan Ulasan Pelanggan terhadap Keputusan Pembelian Sunscreen Facetology Pada aplikasi TikTok Shop (Studi pada mahasiswa Fakultas Ekonomi dan bisnis Universitas Islam Sumatera Utara Stambuk 2022).

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh Harga dan Ulasan Pelanggan terhadap Keputusan Pembelian Sunscreen Facetology pada aplikasi TikTok Shop (Studi pada mahasiswa Fakultas Ekonomi dan Bisnis Universitas Islam Sumatera Utara Stambuk 2022). Berdasarkan penelitian dan analisis data yang telah dilakukan, hasil penelitian menunjukkan bahwa pengujian hipotesis diperoleh hasil bahwa Harga berpengaruh tidak signifikan secara parsial terhadap Keputusan Pembelian Sunscreen Facetology pada aplikasi TikTok Shop (Studi pada mahasiswa Fakultas Ekonomi dan Bisnis Universitas Islam Sumatera Utara Stambuk 2022) . Ulasan Pelanggan berpengaruh positif dan signifikan secara parsial terhadap Keputusan Pembelian Sunscreen Facetology pada aplikasi TikTok Shop (Studi pada mahasiswa Fakultas Ekonomi dan Bisnis Universitas Islam Sumatera Utara Stambuk 2022). Harga dan Ulasan Pelanggan secara simultan berpengaruh positif dan signifikan terhadap Keputusan Pembelian Sunscreen Facetology pada aplikasi TikTok Shop (Studi pada mahasiswa Fakultas Ekonomi dan Bisnis Universitas Islam Sumatera Utara Stambuk 2022) .

Kata Kunci : Harga , Ulasan Pelanggan , Keputusan Pembelian

ABSTRACK

Tasya Ramayanti, *Student ID* 71220312024 (2026). *The influence of Price and Customer reviews on the purchase decision of Facetology Sunscreen on the TikTok Shop application (a study on students of the Faculty of Economics and Business, Islamic University of North Sumatera, Stambuk 2022).*

This study aims to determine and analyze the influence of price and customer reviewa on the purchase decision of Facetology Sunscreen on the TikTok Shop app (a study of students from the Faculty of Economics and Business, Islamic University of North Sumatra, Stambuk 2022). Based on the research and data analysis conducted, the results of the hypothesis testing indicate that price has a partially insignificant effect on the purchase decision of Facetology Sunscreen on the TikTok Shop app (a study of students from the Faculty of Economics and Business, Islamic University of North Sumatra, Stambuk 2022).Customer review have a positive and partially significant effect on the purchase decision of Facetology Sunscreen on the TikTok Shop app (a study of students from the Faculty of Economics and Business, Islamic University of North Sumatra, Stambuk 2022). Price and customer reviews simultaneously have a positive and significant effect on the purchase decision of Facetology Sunscreen on the TikTok Shop app (a study of students from the Faculty of Economics and Business, Islamic University of North Sumatra, Stambuk 2022).

Keywords : *Price, customer review, Buying decision*