

ABSTRAK

Yunita Aulia.2026. Pengaruh *Influencer* Dokter Detektif, *Brand Trust*, dan *Online Customer Rating* Terhadap Keputusan Pembelian Produk Daviena Skincare Pasca Munculnya Dugaan *Overclaim* di Platform TikTok. Skripsi Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Anggita Langgeng Wijaya, S.E., M. Si., Ak., CA. Pembimbing (II) Hendra Setiawan, S. E., M. M.

Tujuan penelitian ini untuk mengetahui pengaruh *influencer* dokter detektif, *brand trust*, dan *online customer rating* terhadap keputusan pembelian produk Daviena Skincare pasca munculnya dugaan *overclaim* di platform TikTok pada Generasi Z di Kota Madiun. Penelitian ini dilatarbelakangi oleh dugaan *overclaim* pada produk Daviena Skincare yang ramai diperbincangkan di TikTok serta meningkatnya pemanfaatan informasi digital dalam pengambilan keputusan pembelian. Penelitian ini menggunakan pendekatan kuantitatif dengan jumlah sampel sebanyak 385 responden yang diperoleh melalui teknik *purposive sampling*. Analisis data dilakukan menggunakan regresi linier berganda dengan bantuan program SPSS versi 25. Hasil penelitian menunjukkan bahwa *influencer* dokter detektif, *brand trust*, dan *online customer rating* berpengaruh positif dan signifikan terhadap keputusan pembelian produk Daviena Skincare pasca munculnya dugaan *overclaim* di platform TikTok pada Generasi Z di Kota Madiun.

Kata Kunci: *Influencer* Dokter Detektif, *Brand Trust*, *Online Customer Rating*, Keputusan Pembelian, Daviena Skincare, *Overclaim*.

ABSTRACT

Yunita Aulia. 2026. The Influence of Detective Doctor Influencers, Brand Trust, and Online Customer Ratings on Purchase Decisions for Daviena Skincare Products Following Alleged Overclaims on TikTok. Thesis, Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Supervisor (I) Dr. Anggita Langgeng Wijaya, S.E., M.Si., Ak., CA., Supervisor (II) Hendra Setiawan, S.E., M.M.

The purpose of this study was to determine the influence of detective doctor influencer, brand trust, and online customer ratings on purchase decisions for Daviena Skincare products following the emergence of alleged overclaims on TikTok among Generation Z in Madiun City. The phenomenon of alleged overclaims on Daviena Skincare products, which was widely discussed on TikTok, and the increasing use of digital information in the purchasing process, served as the background for this study. This study used a quantitative approach with a sample of 385 respondents obtained through purposive sampling. Data analysis was conducted using multiple linear regression with the help of SPSS version 25. The results showed that the detective doctor influencer, brand trust, and online customer rating had a positive and significant influence on purchasing decisions for Daviena Skincare products following the alleged overclaim on TikTok among Generation Z in Madiun City.

Keywords: Detective Doctor Influencer, Brand Trust, Online Customer Rating, Purchasing Decisions, Daviena Skincare, Overclaim.