

## ABSTRAK

Sinatriya Prawatya Respati. 2025. *Pengaruh Media Sosial, Online Customer Review Dan Harga Terhadap Minat Membeli Kembali Kebaya Di Aplikasi Tiktok Shop Outfit Nusant (Studi Kasus Konsumen Di Aplikasi Tiktok Shop Outfit Nusant)*. Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dian Citaningtyas Ari Kadi, S.E., M.M. Pembimbing (II) Ririh Anggraini Setyahety, S.E., M.M.,

Minat membeli kembali merupakan salah satu indikator penting dalam mengukur loyalitas konsumen terhadap suatu produk atau merek. Penelitian ini bertujuan untuk menganalisis pengaruh media sosial, *online customer review*, dan harga terhadap minat membeli kembali produk kebaya di aplikasi TikTok Shop, khususnya pada *brand* lokal *Outfit Nusant*. Penelitian ini menggunakan pendekatan kuantitatif dengan metode *non-probability sampling* melalui teknik *purposive sampling*. Sampel dalam penelitian ini adalah konsumen yang telah melakukan pembelian produk *Outfit Nusant* di TikTok Shop, dengan jumlah responden sebanyak 385 orang. Pengumpulan data dilakukan menggunakan kuesioner, dan data dianalisis menggunakan SPSS versi 16. Hasil penelitian menunjukkan bahwa media sosial, *online customer review*, dan harga berpengaruh positif dan signifikan terhadap minat membeli kembali produk kebaya di TikTok Shop *Outfit Nusant*.

**Kata Kunci:** Harga, Media Sosial, Minat Membeli Kembali, *Online Customer Review*

## **ABSTRACT**

*Sinatriya Prawatya Respati. 2025. The Influence of Social Media, Online Customer Reviews, and Price on Repurchase Intention of Kebaya on the TikTok Shop Platform Outfit Nusant (Case Study of Consumers on the TikTok Shop Platform Outfit Nusant). Thesis. Management Study Program, Faculty of Economics and Business, PGRI University of Madiun. Supervisor (I) Dian Citaningtyas Ari Kadi, S.E., M.M. Supervisor (II) Ririh Anggraini Setyahety, S.E., M.M.*

*Repurchase intention is an important indicator in measuring consumer loyalty to a product or brand. This study aims to analyze the influence of social media, online customer reviews, and price towards repurchase intention for kebaya products on the TikTok Shop app, specifically for the local brand Outfit Nusant. This study used a quantitative approach with a non-probability sampling method through a purposive sampling technique. The sample in this study were consumers who had purchased Outfit Nusant products on TikTok Shop, with a total of 385 respondents. Data collection was conducted using a questionnaire, and the data were analyzed using SPSS version 16. The results show that social media, online customer reviews, and price have a positive and significant effect towards repurchase intention for kebaya products on the Outfit Nusant TikTok Shop.*

**Keywords:** *Online Customer Review, Price, Repurchase Intention, Social Media*