

UNDERGRADUATE THESIS

**THE EFFECT OF DIGITAL MARKETING CONTENT AND PRICE
PERCEPTION ON PURCHASE INTENTION FOR FACERINNA
SUNSCREEN ON TIKTOK SHOP
(A STUDY OF BANJARMASIN CITY RESIDENTS)**

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STUDY PROGRAM
BACHELOR OF MANAGEMENT
FACULTY OF ECONOMICS AND BUSINESS
LAMBUNG MANGKURAT UNIVERSITY
BANJARMASIN

2026

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NIM. 2110312310084

Submitted in Partial Fulfillment of the Requirements for the Degree of
Bachelor of Management

**STUDY PROGRAM
BACHELOR OF MANAGEMENT
FACULTY OF ECONOMICS AND BUSINESS
LAMBUNG MANGKURAT UNIVERSITY
BANJARMASIN**

2026

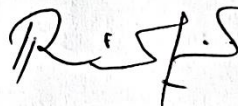
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Sunscreen on TikTok Shop (A Study of
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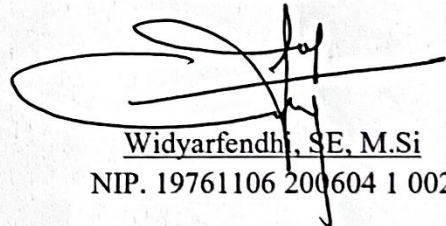
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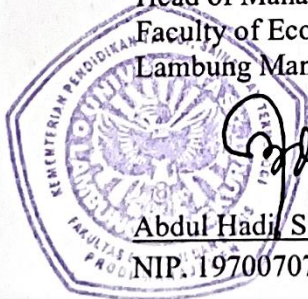


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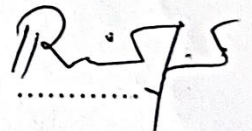
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Examination Date : Thursday, July 9, 2026
Examination Time : 11.00–13.00 WITA
Examination Venue : Exam Room 2

Board of Examiners

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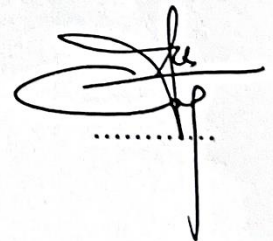
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THESIS REVISION REPORT

Based on the results of the thesis examination conducted for the following student of the Faculty of Economics and Business, Lambung Mangkurat University:

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Examination Time : 11.00–13.00 WITA

The student has revised the undergraduate thesis in accordance with the Board of Examiners' recommendations.

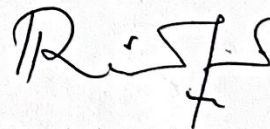
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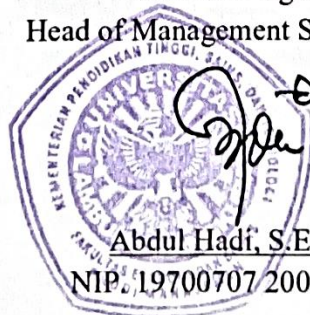
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THESIS REVISION APPROVAL LETTER

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Enclosures : Thesis Revision Approval
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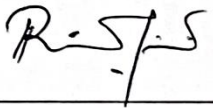
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With reference to the results of the thesis examination and the recommendations for thesis revisions provided by the Board of Examiners, I, the undersigned:

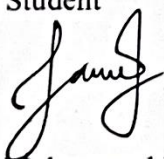
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This is to certify that the student has duly completed the required revisions to the undergraduate thesis in accordance with the recommendations provided during the thesis examination. The revisions have been reviewed and acknowledged by the Supervisor and approved for the subsequent administrative process.

This letter is issued for its intended purpose. Thank you for your attention and cooperation.

Prepared by,
Student



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THESIS EXAMINATION REPORT



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Pada hari ini **Kamis** tanggal **9 Juli 2026** Panitia Ujian Skripsi Fakultas Ekonomi dan Bisnis Universitas Lambung Mangkurat Banjarmasin yang telah diangkat oleh Dekan Fakultas Ekonomi dan Bisnis Universitas Lambung Mangkurat Banjarmasin dengan Surat Keputusan **No. 004.98/UN8.1.12/SP/2026** tanggal **8 Juli 2026**.

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Thesis Title : The Effect of Digital Marketing Content and Price Perception on Purchase Intention for Facerinna Sunscreen on TikTok Shop (A Study of Banjarmasin City Residents)

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Muhammad Fawwaz
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PREFACE

All praise and gratitude are due to Allah SWT, the Lord of the Worlds, for His endless blessings, mercy, and guidance bestowed upon us. May peace and blessings be upon the Prophet Muhammad SAW, who conveyed the message of Islam and guided humanity to the right path. By the grace and mercy of Allah SWT, the author has been able to complete this undergraduate thesis entitled **“THE EFFECT OF DIGITAL MARKETING CONTENT AND PRICE PERCEPTION ON PURCHASE INTENTION FOR FACERINNA SUNSCREEN ON TIKTOK SHOP (A STUDY OF BANJARMASIN CITY RESIDENTS)”**

This undergraduate thesis is submitted in partial fulfillment of the requirements for the degree of Bachelor of Management at the Faculty of Economics and Business, Lambung Mangkurat University, Banjarmasin. On this occasion, the author would like to express sincere gratitude to all individuals who have provided invaluable support, guidance, and assistance, both directly and indirectly, throughout the completion of this undergraduate thesis. In particular, the author would like to express heartfelt appreciation to:

1. My parents, Mr. Achmad Buchary and Mrs. Choiriyah, who have provided me with their support and prayers, as well as their moral and material sacrifices.
2. Prof. Dr. Ahmad Alim Bachri, SE, M.Si, Rector of Lambung Mangkurat University.
3. Dr. H. Ahmad Yunani, SE, M.Si, Dean of the Faculty of Economics and Business at Lambung Mangkurat University.
4. Mr. Abdul Hadi, SE, M.Si, Coordinator of the Bachelor of Management Program at the Faculty of Economics and Business, Lambung Mangkurat University.
5. Ms. Rusniati, SE, M.Si, my thesis supervisor, who devoted her time and effort to providing guidance, direction, and feedback, and whose invaluable dedication and encouragement supported the author throughout the writing process until this thesis was completed.

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10. The author's best friends from high school—Acha, Amel, Ariya, Aura, Azhar, Dwi, Ihza, Latipah, and Liza—who were part of the Tea Squad, and who have been through it all together, from studying to get into college to facing graduation with their respective theses.
11. Friends from Paguyuban Termos Vol. 1 & Vol. 2, IECOM 2021, HMJ-M FEB ULM for the 2023 & 2024 periods, BEM FEB ULM for the 2024 period, and BLM FEB ULM for the 2023, 2024, & 2025 periods, along with the groups formed within them, who became a second home for the author during his university years.
12. All the people who have crossed the author's path and left their mark on the pages of the author's life—those who have provided insights from various perspectives, shown life from different angles, helped the author mature to some extent, and shared experiences with the author.
13. Muhammad Fawwaz, the author himself, who has struggled on his own in many ways, who remains eager to try new things, who strives to see the world from various perspectives, who continues to embark on journeys that are physically and mentally exhausting, and who has worked hard to overcome laziness in order to complete this undergraduate thesis from start to finish.

May Allah SWT reward you for all your kindness, assistance, and support. The author realizes that this thesis still has limitations. Therefore, constructive suggestions and feedback are greatly appreciated to help address its shortcomings. The author hopes that this thesis will be beneficial to many people.

Banjarmasin, July 9, 2026

Researcher,

A handwritten signature in black ink, appearing to read 'Muhammad Fawwaz', written over a light blue rectangular background.

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ABSTRACT

Muhammad Fawwaz (2026). The Effect of Digital Marketing Content and Price Perception on Purchase Intention for Facerinna Sunscreen on TikTok Shop (A Study of Banjarmasin City Residents). Supervisor: Rusniati, SE, M.Si

The emergence of social commerce platforms such as TikTok Shop has revolutionized the way beauty products are marketed in Indonesia. Amid intense competition in the skincare industry, businesses are increasingly required to be creative in designing digital content and formulating pricing strategies that are well received by consumers in order to stimulate their purchase interest. Against this backdrop, this study was conducted to analyze the extent to which Digital Marketing Content and Price Perception influence the Purchase Intention of Banjarmasin City residents toward Facerinna sunscreen products on TikTok Shop.

This study employed a quantitative approach and collected data through questionnaire distribution using purposive sampling. A total of 140 eligible respondents were obtained, consisting of Banjarmasin residents aged 18 years or older who actively use TikTok and had previously viewed promotional content for Facerinna sunscreen. The data were collected and analyzed using multiple linear regression with IBM SPSS software.

The study found that Digital Marketing Content has a positive and significant effect on Purchase Intention, and Price Perception has a positive and significant effect on Purchase Intention. These findings indicate that Facerinna should continue improving the quality, relevance, and consistency of its digital content on TikTok while maintaining a price perception that is aligned with the benefits and quality of the products offered.

Keywords: Digital Marketing Content, Price Perception, Purchase Intention, TikTok Shop.

ABSTRAK

Muhammad Fawwaz (2026). *Pengaruh Konten Pemasaran Digital dan Persepsi Harga terhadap Niat Beli Sunscreen Facerinna di TikTok Shop (Studi Pada Masyarakat Kota Banjarmasin)*. Pembimbing: Rusniati SE, M.Si

Kehadiran platform social commerce seperti TikTok Shop telah merevolusi cara produk kecantikan dipasarkan di Indonesia. Di tengah ketatnya persaingan industri skincare, pelaku usaha kini dituntut untuk lebih kreatif dalam merancang konten digital serta merumuskan strategi harga yang dapat diterima dengan baik oleh konsumen demi memicu ketertarikan mereka untuk membeli. Berangkat dari fenomena tersebut, penelitian ini dilakukan untuk menganalisis sejauh mana pengaruh konten pemasaran digital dan persepsi harga dalam membangun niat beli masyarakat Kota Banjarmasin terhadap produk sunscreen Facerinna di TikTok Shop.

Desain penelitian ini dilakukan menggunakan pendekatan kuantitatif melalui penyebaran kuesioner dengan teknik sampling berupa purposive sampling, terkumpul 140 responden yang memenuhi syarat, yaitu masyarakat yang menetap di Banjarmasin, berusia 18 tahun ke atas, aktif menggunakan TikTok, serta pernah menyaksikan konten promosi sunscreen Facerinna. Data dikumpulkan dan dianalisis menggunakan model regresi linear berganda dengan perangkat lunak IBM SPSS.

Kajian menghasilkan temuan bahwa Konten Pemasaran Digital berpengaruh positif dan signifikan terhadap Niat Beli; Persepsi Harga berpengaruh positif dan signifikan terhadap Niat Beli. Temuan ini menegaskan bahwa Facerinna perlu terus meningkatkan kualitas, relevansi, dan konsistensi konten digitalnya di TikTok, seiring dengan menjaga persepsi harga yang sesuai dengan manfaat dan kualitas produk yang ditawarkan.

Kata Kunci: *Konten Pemasaran Digital, Persepsi Harga, Niat Beli, TikTok Shop.*

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