

ABSTRAK

RAHMA HELMALIA PUTRI, 2026. *“THE EFFECTIVENESS OF HARD SELLING STRATEGY IN TIKTOK VIDEOS ON PRODUCT SALES PERFORMANCE THROUGH PURCHASE INTENTION AMONG YOUNG ADULT WOMEN (HANASUI SUNSCREEN): A CASE STUDY OF PT EKA JAYA INTERNASIONAL.”*

This study aims to analyze the effect of the Hard Selling strategy in TikTok videos on purchase intention and sales performance of Hanasui Sunscreen among young adult women, as well as to analyze the role of purchase intention as a mediating variable. This research employed a quantitative approach using a survey method. Data were collected through questionnaires distributed to young adult women who had previously viewed Hanasui Sunscreen TikTok videos. The data were then analyzed using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method.

The results of the study indicate that (1) the Hard Selling strategy has a positive and significant effect on purchase intention, (2) the Hard Selling strategy has a positive and significant effect on sales performance, (3) purchase intention has a positive and significant effect on sales performance, and (4) purchase intention positively and significantly mediates the effect of the Hard Selling strategy on sales performance. These findings indicate that the Hard Selling strategy presented through TikTok videos is effective in increasing Consumer purchase intention while simultaneously contributing to improved sales performance of Hanasui Sunscreen. This study is expected to serve as a reference for companies in developing effective digital marketing strategies through social media, particularly TikTok, to enhance competitiveness and sales performance of Skincare Products.

Keywords: Hard Selling Strategy, TikTok Marketing, Purchase Intention, Sales Performance

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ABSTRAK

RAHMA HELMALIA PUTRI, 2026. “EFEKTIVITAS STRATEGI *HARD SELLING* DALAM VIDEO TIKTOK TERHADAP KINERJA PENJUALAN PRODUK MELLALUI NIAT BELI PADA WANITA DEWASA MUDA (*HANASUI SUNSCREEN*) STUDI KASUS PT EKA JAYA INTERNASIONAL.”

Penelitian ini bertujuan untuk menganalisis pengaruh strategi *Hard Selling* dalam video TikTok terhadap niat beli dan kinerja penjualan *Hanasui Sunscreen* pada wanita dewasa muda, serta menganalisis peran niat beli sebagai variabel mediasi. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data dikumpulkan melalui kuesioner yang disebarakan kepada wanita dewasa muda yang sebelumnya pernah menonton video TikTok *Hanasui Sunscreen*. Data tersebut kemudian dianalisis menggunakan metode *Structural Equation Modeling–Partial Least Squares (SEM-PLS)*.

Hasil penelitian menunjukkan bahwa (1) strategi *Hard Selling* berpengaruh positif dan signifikan terhadap niat beli, (2) strategi *Hard Selling* berpengaruh positif dan signifikan terhadap kinerja penjualan, (3) niat beli berpengaruh positif dan signifikan terhadap kinerja penjualan, dan (4) niat beli memediasi secara positif dan signifikan pengaruh strategi *Hard Selling* terhadap kinerja penjualan. Temuan ini menunjukkan bahwa strategi *Hard Selling* yang disajikan melalui video TikTok efektif dalam meningkatkan niat beli konsumen sekaligus berkontribusi terhadap peningkatan kinerja penjualan *Hanasui Sunscreen*. Penelitian ini diharapkan dapat menjadi acuan bagi perusahaan dalam mengembangkan strategi pemasaran digital yang efektif melalui media sosial, khususnya TikTok, guna meningkatkan daya saing dan kinerja penjualan produk perawatan kulit (*Skincare*).

Kata Kunci: Strategi *Hard Selling*, Pemasaran TikTok, Niat Beli, Kinerja Penjualan

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