

Abstrak

Video review merupakan *online product review* (OPR) sekaligus menjadi media promosi di era digital yang berdampak besar bagi pergeseran budaya belanja terhadap produk kaos *Brand Qlow*, pasalnya video review sering menjadi rujukan konsumen dalam keputusan pembelian produk. Penelitian ini membahas mengenai video review Tik Tok mengubah *shopping style* di era digital yang berdampak terhadap eksistensi *offline shop*. Penelitian ini bertujuan untuk membuktikan berpengaruh tidaknya setiap indikator yaitu *Brand image*, kualitas bahan, *durability*, desain, dan kenyamanan bahan terhadap *willingness to pay online shop* dan *offline shop*.

Penelitian ini menggunakan pendekatan SEM-PLS menggunakan *software SmartPLS*. Teknik pengumpulan data menggunakan video review, hasil kuesioner dan wawancara.

Hasil penelitian ini menjelaskan bahwa adanya kecenderungan hubungan/pengaruh antara setiap indikator terhadap *willingness to pay online* dan *offline shop*. Sejumlah 50 responden terdiri dari generasi milenial dan generasi Z, masing-masing sejumlah 25 responden. Hasil membuktikan bahwa 80 % generasi milenial dan 100% generasi Z suka melihat video review terlebih dahulu sebelum memutuskan untuk membeli produk kaos *Brand Qlow*. Video review juga merupakan variabel *attitude* yang dapat menentukan sikap dan keputusan konsumen dalam berbelanja. *Offline shop Brand Qlow* cenderung bergeser fungsinya layaknya sebagai museum *fashion* untuk mendisplay produk *Brand Qlow*.

Kata kunci : Video review, *shopping style*, *online shop*, *offline shop*, era digital

Abstract

Video review is an online product review (OPR) as well as a promotional media in the digital era which has a major impact on the shift in shopping culture towards Brand Qlow t-shirt products, because video reviews are often a reference for consumers in product purchasing decisions. This research discusses Tik Tok video reviews changing shopping styles in the digital era which have an impact on the existence of offline shops. This study aims to prove whether each indicator, namely brand image, material quality, durability, design, and material comfort, has an effect on willingness to pay online shops and offline shops.

This research uses the SEM-PLS approach using SmartPLS software. Data collection techniques using video review (secondary data), questionnaire results and interviews.

The results of this study explain that there is a tendency of relationship / influence between each indicator on willingness to pay online and offline shops. A total of 50 respondents as primary data consisting of millennials and generation Z, each of 25 respondents. The results prove that 80% of millennials and 100% of generation Z like to see video reviews first before deciding to buy Brand Qlow t-shirt products. Video reviews are also attitude variables that can determine consumer attitudes and decisions in shopping. Brand Qlow's offline shop tends to shift its function like a fashion museum to display Brand Qlow products.

Keywords: Video review, shopping style, online shop, offline shop, digital era