

# The Influence of Celebrity Endorsements, Brand Image, and Social Media Marketing on Purchasing Decisions for Skintific Products on the TikTok App

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## Abstract

This study aims to understand the influence of celebrity endorsements on purchasing decisions for Skintific products on TikTok, brand image on purchasing decisions for Skintific products on TikTok, and social media marketing on purchasing decisions for Skintific products on TikTok. The research method used is quantitative. The sample was obtained using a non-probability methodology with a purposive sampling method, consisting of 114 respondents. The data used in this study came from a questionnaire. Data analysis was performed using SPSS 31. The data analysis used included respondent characteristics analysis, validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, and hypothesis testing. The results showed that celebrity endorsement had a positive and significant effect on purchasing decisions. Brand image did not have a significant effect on purchasing decisions. Social media marketing had a positive and significant effect and was the most dominant factor in influencing purchasing decisions. Celebrity endorsement, brand image, and social media marketing simultaneously had a significant effect on purchasing decisions.

**Keywords: Celebrity Endorsement, Brand Image, Social Media Marketing, Purchase Decision**

## 1. Introduction

The phenomenon of celebrity endorsements supporting promotional activities has been going on for quite some time. This is because celebrity endorsements are believed to influence consumer purchasing decisions and subsequently increase product sales (Sari, 2024).

Tasya Farasya's rising popularity due to her beauty content is expected to give Skintific a good image in the eyes of the public. The positive impact that Tasya Farasya has had on Skintific's purchasing decisions has also increased consumer confidence, with many stating that they bought Skintific products because they were influenced by Tasya Farasya. Additionally, many new celebrity endorsers have stated that they use Skintific products after watching Tasya Farasya's review videos. Currently, sales at the official Skintific store feature the "Tasya Farasya Approved" label, which has been officially acknowledged by Tasya Farasya as a testament to the high quality of Skintific products (Damayanti, 2020).

Brand image is the perception and belief held by consumers, including how these perceptions and beliefs are reflected in the associations made by

consumers. The brand image created through celebrity endorsements on social media encourages brand loyalty and helps foster strong bonds with consumers (Laila, 2024).

Skintific is one of the beauty products that is currently quite popular in Indonesia. Skintific was first launched globally in 1957 by Kristen Tveit from Canada and her business partner, Ann-Kristin Stokes (Damayanti, 2020).

Social media marketing is one of the most important aspects of digital marketing that companies must consider when marketing today. Companies consider social media marketing an important tool for increasing online sales. Social media marketing is a new marketing strategy that influences purchasing decisions (Andrea & Mulyanto, 2024).

In this era of advanced communication technology, social media, and widespread gadget use, the TikTok platform has become one of the most popular and rapidly growing social media platforms. The development of the TikTok app has created opportunities for entrepreneurs and marketers to promote their products. The TikTok social media

phenomenon has become a form of digital marketing, and online businesses are eager to compete in promoting their products. This is evidenced by the increasing number of advertisements appearing and online stores that have begun marketing their products through TikTok content (Setianingsih & Aziz, 2022).

Research on factors influencing consumer behavior in skincare through social media has been conducted with different focuses. Previous research (Sari et al., 2024), emphasizes the influence of TikTok influencers, brand image, and lifestyle on the purchase intention of local skincare products. The results show that all three variables have a significant effect, with influencers being the dominant factor driving consumer purchase intention. This means that consumers are interested in buying local skincare products because they are influenced by influencer content, positive brand image, and a lifestyle that supports self-care.

Meanwhile, the researchers' study focused on the influence of celebrity endorsements, brand image, and social media marketing on purchasing decisions for Skintific products on TikTok. Unlike previous studies (Sari et al., 2024), The results of this study indicate that celebrity endorsements and social media marketing have a significant influence, while brand image does not have a significant influence. In fact, social media marketing emerges as a dominant factor in influencing purchasing decisions. These findings confirm that TikTok consumers are more influenced by intensive digital promotional activities and celebrity recommendations than by brand image perceptions.

A comparison of the two studies reveals differences in emphasis. The earlier study (Sari et al., 2024), Highlighting purchase intention, which is still in its early stages, means that brand image still plays an important role alongside influencers and lifestyle. Conversely, the researcher's study emphasizes actual purchasing decisions, where brand image is no longer significant because consumers are more influenced by viral content, direct interaction, and digital marketing strategies on TikTok. Thus, it can be concluded that brand image is more influential in the stage of forming purchase intent, while in the purchasing decision stage, digital marketing factors such as celebrity endorsements and social media marketing become more dominant.

This study aims to identify and analyze the factors that influence consumers in making purchasing decisions and to analyze the influence of celebrity endorsements, brand image, and social media marketing on purchasing decisions for Skintific products on the TikTok application. This study is expected to provide theoretical benefits for readers and researchers. The theoretical advantage of this study is that it can be a useful reference and source of data for future researchers conducting related studies. This study provides practical benefits by identifying the right

celebrity endorsement recommendations to increase consumer purchases. For educational institutions, it can be used as a source of information and as a literature review for further research. For researchers, it can be used as information and comparison material to continue further research.

## 2. Theoretical Review

### Celebrity Endorsement

Celebrity endorsement is someone who has a passion for a brand to influence or attract consumers. Celebrity endorsement is expected to be able to guide consumers to choose the product. Celebrity endorsement is usually backed by a positive image that can represent the product as a whole, thus having a major impact on the product. The dimensions of celebrity endorsement are trustworthiness, expertise, and attractiveness (Novriani & Wati, 2022).

### Brand Image

Brand image is a set of assumptions in consumers' minds about a brand, formed from various information and sources. The dimensions of brand image include strength, uniqueness, and favorability (Keller, K. L & Swaminathan, 2020).

### Social Media Marketing

Social media marketing is a form of marketing that uses social media to market a product, service, or brand by leveraging the community participating in that social media. The dimensions of social media marketing include communication, collaboration, connection, and context (Nurmalasari, 2021).

### Purchase Decision

The purchase decision is the stage where consumers have made their choice and purchased the product, and are consuming it. This relates to their efforts to meet their needs through the stages involved in evaluating, acquiring, and using the product. Dimensions in measuring purchase decisions include product choice, brand choice, and time of purchase (Dwisyahputra & Sisilia, 2024).

### Research Framework and Hypothesis Development

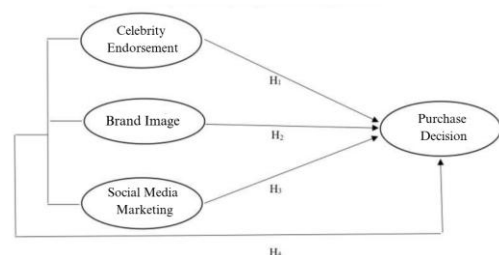


Figure 1: Research Framework

The hypotheses in this study were formulated based on the theoretical framework and findings from previous studies. Based on the research questions outlined above, the hypotheses of this study are as follows:

H1: Celebrity Endorsement has a positive and significant effect on purchasing decisions

H2: Brand Image has a positive and significant effect on purchasing decisions

H3: Social Media Marketing has a positive and significant effect on purchasing decisions

H4: Celebrity Endorsement, Brand Image, and Social Media Marketing simultaneously have a significant effect on purchasing decisions

### 3. Research Method

This study uses quantitative methods. The data used in this study was obtained from questionnaires filled out by respondents who are followers of Skintific's official TikTok account, distributed online in the form of Google Forms to respondents.

This study has a total of 13 indicators, with the celebrity endorsement variable having 3 indicators, the brand image variable having 3 indicators, the social media marketing variable having 4 indicators, and the purchase decision variable having 3 indicators, so the minimum number of samples required is 114 samples.

### Operational Variables and Their Measurement

Table 1  
Operational Variable

No	Variable	Definition	Indicator	Source
1	Celebrity Endorsement (X1)	Celebrity endorsement is when someone has a passion for a brand and can influence and encourage consumers to buy or use a product.	1. Trustworthiness 2. Expertise 3. Attractiveness	(Theandra, 2023)
2	Brand image (X2)	Brand image is the perception of a brand as depicted by brand associations in consumers' memories.	1. Strengthness 2. Uniqueness 3. Favorable	(Theandra, 2023)
3	Social media marketing (X3)	Social media marketing is the process by which companies create, communicate, and deliver online marketing offers through social media platforms.	1. Communication 2. Collaboration 3. Connection 4. Context	(Theandra, 2023)
4	Purchase Decision (Y)	The purchasing decision-making process refers to consistent and prudent actions taken to meet needs.	1. Product selection 2. Brand selection 3. Time of purchase	(Theandra, 2023)

The research data was collected directly through field observations and questionnaires. The research instrument was a questionnaire distributed to

respondents directly using the Google Form application. This study used a closed questionnaire, so participants could choose their own answers. The Likert scale used in this study ranged from one (1) to five (5).

Table 2  
Likert scale

Answer Options	Score
Strongly Disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly Agree	5

## 4. Results and Discussion

### Results of Respondent Characteristics Analysis

An overview of respondent characteristics obtained from respondent identities. This includes classification by gender, age, occupation, and spending on Skintific products.

Table 3  
Respondent Characteristics

No	Identity	Category	Frequency	Percentage
1	Gender	Male	13	11%
		Female	101	89%
2	Age	17-20 years old	20	18%
		21-25 years old	86	75%
		26-30 years old	5	4%
		31-35 years old	3	3%
		> 36 years old	0	0%
3	Occupation	Student	88	77%
		Civil servant	0	0%
		Private employee	22	19%
		Entrepreneur	3	3%
4	Skintific Shopping Expenses	High School Student	1	1%
		< Rp 100.000	14	12%
		Rp 100.000 – Rp 500.000	70	62%
		Rp 500.000 – Rp 1.000.000	14	12%
		Rp 1.000.000 – Rp 2.000.000	10	9%
> Rp 2.000.000	6	5%		
Total			114	100%

Based on Table 3 below, 114 respondents were selected, most of whom were female consumers aged 21-25 years old who were students with spending power of Rp 100,000 - Rp 500,000 for purchasing skintific products.

## Validity Test Results

Table 4  
Validity Test Results

Variable	Statement Item	r count	r table	Description
Celebrity Endorsement (X1)	Statement 1	0,576	0,1840	Valid
	Statement 2	0,705		Valid
	Statement 3	0,560		Valid
	Statement 4	0,631		Valid
	Statement 5	0,456		Valid
	Statement 6	0,688		Valid
	Statement 7	0,515		Valid
Brand Image (X2)	Statement 1	0,420	0,1840	Valid
	Statement 2	0,740		Valid
	Statement 3	0,511		Valid
	Statement 4	0,646		Valid
	Statement 5	0,613		Valid
	Statement 6	0,676		Valid
	Statement 7	0,658		Valid
	Statement 8	0,642		Valid
	Statement 9	0,611		Valid
Social Media Marketing (X3)	Statement 1	0,544	0,1840	Valid
	Statement 2	0,556		Valid
	Statement 3	0,454		Valid
	Statement 4	0,671		Valid
	Statement 5	0,472		Valid
	Statement 6	0,751		Valid
	Statement 7	0,730		Valid
	Statement 8	0,702		Valid
	Statement 9	0,352		Valid
Purchase Decision (Y)	Statement 1	0,597	0,1840	Valid
	Statement 2	0,603		Valid
	Statement 3	0,680		Valid
	Statement 4	0,804		Valid
	Statement 5	0,813		Valid
	Statement 6	0,751		Valid
	Statement 7	0,794		Valid
	Statement 8	0,727		Valid

The validity test showed a significant correlation between the total score of each variable and its indicators. With a calculated r value exceeding the table r value, it can be concluded that each statement/item is valid and ready to proceed to the next test.

## Reliability Test Results

Table 5  
Reliability Test Results

Variable	Cronbach Alpha	Description
Celebrity Endorsement	0,694	Reliable
Brand Image	0,793	
Social Media Marketing	0,767	
Purchase Decision	0,870	

Reliability testing aims to assess the reliability of a research tool. A questionnaire is considered reliable if individual responses show consistency or stability over time. Table 5 shows that each variable has a Cronbach Alpha value of more than 0.60, confirming the reliability of each variable and allowing for further testing.

## Classical Assumption Test

### 1. Normality Test

The normality test aims to test whether in the regression model, the disturbance variable or residual has a normal distribution. One of the methods used is the Kolmogorov-Smirnov test. The following are the results of the normality test from this study:

Table 6  
Normality Test (Before Outlier Removal)  
One-Sample Kolmogorov-Smirnov Test

Significance Value	Result
0,001 < 0,05	Not Normally Distributed

Based on the Kolmogorov-Smirnov (K-S) test to test normality, a significance level of 0.001 was obtained, which is less than 0.05. This indicates that the distribution of the tested data is not normal. Therefore, outlier data was removed. Outlier data is data that has unique characteristics that appear very different from observations and appear in the form of extreme values. After obtaining the result that the data was not normally distributed, an outlier test was performed by looking at the box plot graph. The numbers located outside the box plot were observations that needed to be removed. The results of the normality test after removing outliers can be seen in Table 7 below:

Table 7  
Normality Test Results (After Outlier Removal)  
One-Sample Kolmogorov-Smirnov Test

Significance Value	Result
0,054 > 0,05	Normally Distributed

From the results of the One Sample Kolmogorov-Smirnov test after removing outliers and performing transformations, an Asymp. Sig (2-Tailed) value of 0.054 was obtained, which is greater than the significance level of 0.05. These test results indicate that the data in the study is normally distributed.

### 2. Multicollinearity Test

Multicollinearity testing was conducted to identify correlations between independent variables in the regression model. The evaluation was based on tolerance values and variance inflation factors (VIF). The following are the results of multicollinearity testing in this study:

Table 8  
Multicollinearity Test Results

Variable	Tolerance	VIF	Description
Celebrity Endorsement	0,708 > 0,100	1,412 < 10,00	No Multicollinearity Occurred
Brand Image	0,493 > 0,100	2,030 < 10,00	No Multicollinearity Occurred
Social Media Marketing	0,513 > 0,100	1,950 < 10,00	No Multicollinearity Occurred

Based on these criteria, multicollinearity can occur if the tolerance value is less than 0.10 or if the VIF value is greater than 10. Based on the table, the celebrity endorsement variable (X1) has a tolerance of 0.708 and a VIF of 1.412, the brand image variable (X2) has a

tolerance of 0.493 and a VIF of 2.030, and the social media marketing variable (X3) has a tolerance of 0.513 and a VIF of 1.950. Thus, it can be concluded that the data does not show symptoms of multicollinearity.

### 3. Uji Heterokedastisitas

Heteroscedasticity is a test to find differences in the variance of residuals for all observations in a regression model. The heteroscedasticity test is used to detect deviations during linear regression testing. This is because one of the requirements of linear regression testing is that there should be no heteroscedasticity. In this study, the heteroscedasticity test used was the Glejser test. The results can be seen in Table 9 below:

Table 9  
Heteroscedasticity Test Results

Model	Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
	B		Beta		
(Constant)	4.141	2.140		1.935	.056
Celebrity Endorsement	.094	.078	.129	1.194	.235
Brand Image	.028	.063	.056	.435	.664
Social Media Marketing	-.167	.056	-.378	-2.984	.004

Based on the results of the heteroscedasticity test analysis in the table, the significance value of the social media marketing variable is below 0.05. Thus, it can be concluded that there is one variable, namely social media marketing, that exhibits heteroscedasticity in this regression model.

To address the symptoms of heteroscedasticity, the White test is required. This test is performed by regressing the residual squares with the independent variable, the independent variable squared, and the independent variable multiplied. The White test formula is  $n \times R$  Square, where  $n$  is the number of research samples. The following is the White test table.

Table 10  
White Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.343 <sup>a</sup>	.117	.085	17.00233

Based on the test results in the table, the R Square value is 0.117. Next, it can be entered into the chi square formula  $114 \times 0.117$  with a result of 13.338. Then, we look at the chi-square table value, with  $df = 7$ , at a significance level of 5% (0.05), we get a chi-square table number of 14.017.

The basis for this decision is that if the calculated chi-square value is smaller than the chi-square table value, then there is no longer any evidence of heteroscedasticity. After conducting the White test, this study passed the heteroscedasticity test because the result obtained was  $13.338 < 14.017$ .

### Multiple Linear Regression Test

Multiple linear regression analysis is used to assess the extent to which independent variables influence dependent variables. The following are the results of multiple linear regression analysis in this study.

Table 11  
Multiple Linear Regression Test Results

Variable	Unstandardized Coefficients
	B
(Constant)	-5.408
Celebrity Endorsement	.382
Brand Image	.046
Social Media Marketing	.679

The multiple regression test formula used is:

$$Y = -5,408 + 0,382X_1 + 0,046X_2 + 0,679X_3$$

The constant value (a) of -5.408 indicates the level of purchase decision when all independent variables are unaffected. Although not all are substantial, the regression coefficients for each independent variable show a positive impact on Y. The regression coefficient for celebrity endorsement (X1) is 0.382 with a positive value, meaning that if celebrity endorsement (X1) increases, the purchase decision will increase. The regression coefficient for brand image (X2) is 0.046 with a positive value, meaning that if brand image (X2) increases, the purchase decision will increase. The regression coefficient for social media marketing (X3) is 0.679 with a positive value, meaning that if social media marketing (X3) increases, the purchase decision will increase.

### T-test (Partial)

Table 12  
T-test Results (Partial)

Variable	t-count	Sig.	Description
Constant	-1,729	0,087	
Celebrity Endorsement	3,331	0,001	Influential
Brand Image	0,496	0,621	Not influential
Social Media Marketing	8,288	0,001	Influential

Based on Table 12 above, the independent factors have the following partial effects on the dependent variable:

#### The Effect of Celebrity Endorsement (X1) on Purchase Decisions (Y)

The t-test results show a calculated t-value of 3.331 with a significance level of  $0.001 < 0.05$ . This means that celebrity endorsements have a positive and significant effect on purchasing decisions. Thus, the first hypothesis (H1) is accepted.

#### The Effect of Brand Image (X2) on Purchase Decisions (Y)

The t-test results show a calculated t-value of 0.496

with a significance of  $0.621 > 0.05$ . This means that brand image does not have a significant effect on purchasing decisions. Thus, the second hypothesis (H2) is rejected.

### The Effect of Social Media Marketing (X3) on Purchasing Decisions (Y)

The t-test results show a calculated t-value of 8.288 with a significance level of  $< 0.001 < 0.05$ . This means that social media marketing has a positive and significant effect on purchasing decisions. Thus, the third hypothesis (H3) is accepted.

### F-test (Simultaneous)

To assess the combined effect of celebrity endorsement (X1), brand image (X2), and social media marketing (X3) on purchasing decisions (Y), an F-test was used. The F-test results from this study are shown below:

Table 13

F Test Results (Simultaneous)

	df	Mean Square	F	Sig.
Reg.	3	633.645	69.330	.001 <sup>b</sup>
Residual	110	9.140		
Total	113			

Based on Table 13 above, the dependent variable, purchase decision, is significantly influenced by all independent factors in celebrity endorsement, brand image, social media marketing, with a calculated F value of 69.330 at a significance level of 0.001. Meanwhile, the F table value is 2.696 with degrees of freedom  $df = 3$  and  $n = 111$  at a significance level of  $\alpha = 0.05$ . The F value of 69.330 is higher than the F table value of 2.696. Therefore, it can be said that purchasing decisions are significantly influenced by factors in celebrity endorsement, brand image, and social media marketing.

Social media marketing has emerged as a dominant factor in influencing purchasing decisions. Social media marketing is significantly influenced by communication between Skintific account administrators and consumers, as well as clearly presented information. Collaboration between Skintific accounts and celebrity endorsements in using the TikTok app for social media marketing. Connection between celebrity endorsements and audiences, such as responding to comments, sharing personal experiences using Skintific products, or demonstrating consistency in using Skintific products.

### Testing the Coefficient of Determination (R2)

Table 14

Results of the Coefficient of Determination Test (R2)

R	R Square	Adjusted R Square
.809 <sup>a</sup>	.654	.645

Referring to Table 14 above, the adjusted R Square shows a coefficient of determination of 0.645. This indicates that the independent factors in this paper contribute 64.5% to the purchase decision. However, the remaining 35.5% is influenced by other variables not included in this paper and not part of the model.

### Discussion

#### The Influence of Celebrity Endorsements on Purchasing Decisions

The results of the study on celebrity endorsement (X1) on purchasing decisions (Y) obtained a t-value of 3.331 with a significance level of  $0.001 < 0.05$ . Therefore, it can be concluded that celebrity endorsement has a positive and significant effect on purchasing decisions. This shows that the presence of celebrity endorsement is an important factor that influences consumers' purchasing decisions.

#### The Influence of Brand Image on Purchasing Decisions

The results of the study on brand image (X2) on purchasing decisions (Y) obtained a t-value of 0.496 with a significance level of  $0.621 > 0.05$ . Therefore, it can be concluded that brand image does not affect purchasing decisions. This shows that brand image cannot be used as an important factor that influences consumers in making purchasing decisions.

#### The Influence of Social Media Marketing on Purchasing Decisions

The results of the study on social media marketing (X3) on purchasing decisions (Y) obtained a t-value of 8.288 with a significance level of  $< 0.001 < 0.05$ . Therefore, it can be concluded that social media marketing has a positive and significant effect on purchasing decisions. This shows that the presence of social media marketing is an important factor that influences consumers' purchasing decisions.

#### The Influence of Celebrity Endorsements, Brand Image, and Social Media Marketing on Purchasing Decisions

The results of the study on celebrity endorsement, brand image, and social media marketing on purchasing decisions obtained the dependent variable, namely purchasing decisions, which were significantly influenced by all independent factors in celebrity

endorsement, brand image, social media marketing, with a calculated F value of 69.330 at a significance level of 0.001. Meanwhile, the F table value is 2.696 with a degree of freedom  $df = 3$  and  $n = 111$  at a significance level of  $\alpha = 0.05$ . The F value of 69.330 is higher than the F table value of 2.696. Therefore, it can be said that purchasing decisions are significantly influenced by factors related to celebrity endorsements, brand image, and social media marketing.

Social media marketing has emerged as a dominant factor in influencing purchasing decisions. Social media marketing is significantly influenced by communication between Skintific account administrators and consumers, as well as clearly presented information. Collaboration between Skintific accounts and celebrity endorsements in using the TikTok app for social media marketing. Connection between celebrity endorsements and audiences, such as responding to comments, sharing personal experiences using Skintific products, or demonstrating consistency in using Skintific products.

## 5. Conclusion

Based on the results of research on the Influence of Celebrity Endorsement, Brand Image, and Social Media Marketing on the Decision to Purchase Skintific Products on the TikTok Application, it can be concluded that celebrity endorsement has a positive and significant effect on purchasing decisions. This shows that the presence of celebrity endorsement in promotions, particularly Tasya Farasya as a celebrity endorser, is able to influence consumers to purchase Skintific products.

Brand image does not have a significant effect on purchasing decisions. This means that the Skintific brand is not yet a major factor influencing consumers' purchasing decisions, as consumers are more influenced by trends and social recommendations than by brand perception.

Celebrity endorsements, brand image, and social media marketing simultaneously have a significant effect on purchasing decisions. This shows that the combination of these three factors can explain variations in consumer purchasing decisions more comprehensively. Therefore, the better the brand image presented, the more influential the celebrity endorsement used, and the more effective the social media marketing strategy, the higher the consumer interest in making a purchase decision.

Social media marketing has emerged as a dominant factor in influencing purchasing decisions. Social media marketing is significantly influenced by communication between Skintific account administrators and consumers, as well as clearly presented information. Collaboration between

Skintific accounts and celebrity endorsements in using the TikTok app for social media marketing. Connection between celebrity endorsements and audiences, such as responding to comments, sharing personal experiences using Skintific products, or demonstrating consistency in using Skintific products.

## Theoretical and Practical Implications

### 1. Theoretical Implications

This study supports the source credibility theory, which emphasizes that the credibility, attractiveness, and expertise of a celebrity endorsement play an important role in shaping consumer attitudes toward products. The findings of this study reinforce the results of (Sari et al., 2024) which shows that TikTok celebrity endorsements significantly increase purchasing decisions for Skintific products.

Although brand image is not always a dominant variable, this study reinforces the brand equity theory that positions brand image as a long-term asset in influencing consumer perceptions.

By combining celebrity endorsements, brand image, and social media marketing, this study expands our understanding of the factors that drive purchasing decisions, particularly in the purchase of Skintific products marketed through TikTok.

### 2. Practical Implications

In this study, celebrity endorsements play a major role. Although celebrity endorsements play a major role, brand image still needs to be built consistently. Strategies can include storytelling, product education, ingredient transparency, and user testimonials. Content that showcases the product's strengths will reinforce consumers' positive perceptions.

TikTok has proven to be effective for social media marketing, especially with its short video format and challenges.

## Research Limitations

In the data collection process, the information provided by respondents through questionnaires sometimes does not reflect their true opinions. This occurs because of differences in thinking, assumptions, and understanding among respondents, as well as other factors such as honesty in filling out the questionnaire.

## Recommendations

Based on the results of the study, the author provides several suggestions, namely, it is recommended to add other variables that may influence purchasing decisions, such as price, product quality, consumer trust, or online reviews. Using different research objects or expanding the population, for example, not only TikTok users but also other e-commerce platforms

to enrich the generalization of the research results. Combining quantitative methods with qualitative approaches, such as in-depth interviews, to gain a more comprehensive understanding of consumer behavior.

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