

The Influence of Tiktok Social Media Marketing on Repurchase Interest with Brand Image as A Mediation for N'Pure Products in Cimahi City

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Article history:

Received July 29, 2026

Revised August 25, 2026

Accepted August 29, 2026

Abstract

The rise of TikTok as a digital marketing platform provides opportunities for local skincare brands to engage Generation Z consumers. However, high social media engagement does not necessarily lead to repurchase intention. This study examines the effects of TikTok social media marketing on brand image and repurchase intention, the effect of brand image on repurchase intention, and the mediating role of brand image in the relationship between TikTok social media marketing and repurchase intention for N'PURE products in Cimahi City. This study employed a quantitative approach with a descriptive-verification design. Data were collected through questionnaires from Generation Z consumers of N'PURE products in Cimahi City. The data were analyzed using simple regression to examine the effect of one independent variable on one dependent variable, multiple regression to assess the effects of multiple variables, and the Sobel test to determine whether brand image significantly mediates the relationship between TikTok social media marketing and repurchase intention. The findings indicate that TikTok social media marketing has a positive and significant effect on brand image and repurchase intention. Brand image also has a positive and significant effect on repurchase intention. Furthermore, brand image partially mediates the relationship between TikTok social media marketing and repurchase intention. These findings suggest that N'PURE can strengthen TikTok marketing strategies to build a positive brand image and encourage repeat purchases among Generation Z consumers.

Keywords:

Social Media Marketing; Repurchase Interest; Brand Image.

1. INTRODUCTION

The rapid development of information technology and digital tools has transformed how Indonesians communicate, spend their time, and make purchasing decisions. The internet is no longer used only to obtain information but has also become an important platform for business and online transactions. Social media and e-commerce are now an integral part of daily life (Martín-Martín, Thelwall, Orduna-Malea, & Delgado López-Cózar, 2021). In this context, social media marketing has become an important promotional strategy. It enables companies to interact with consumers through accessible information, interactive features, and credible messages, creating positive consumer experiences (Urdea, Constantin, & Purcaru, 2021).

Indonesia has experienced rapid growth in social media use. In 2024, the country had approximately 185.3 million social media users, with the number projected to reach 242.9 million by 2029 (Rai, Kajla, Itani, & Cho, 2025). Indonesian internet users also spent an average of 3 hours and 14 minutes per day on social media (We Are Social & Meltwater, 2024). These developments have encouraged businesses to use social media as an efficient and relatively low-cost promotional channel (Pellegrino & Abe, 2023). The increasing availability of smartphones and internet access has further accelerated digital marketing, particularly in visually oriented industries such as beauty and skincare.

Among social media platforms, TikTok has become particularly influential among Generation Z. Its short-form video format and high potential for content dissemination provide opportunities for brands to reach young consumers (Erpurini, Putrada, Alamsyah, Pane, & Fauzan, 2023). Sensor Tower (2024) reported that TikTok was the most downloaded application in Indonesia, with 89.4 million monthly active users. Meanwhile, DataReportal (2025) reported more than 126 million active TikTok accounts in Indonesia, with users aged 16–24 representing a major segment. TikTok's algorithm also enables local brands to reach large audiences without relying solely on a substantial follower base. This creates opportunities for local skincare brands to compete with larger and international brands.

The Indonesian beauty industry, particularly skincare, has also experienced substantial growth. The skincare market reached USD 3.2 billion in 2024 and is projected to grow at a compound annual growth rate (CAGR) of 8.5% through 2029 (Mordor Intelligence, 2024). The Ministry of Industry of the Republic of Indonesia (2024) reported that local cosmetic and skincare production grew by 12.3% in 2024 and contributed USD 1.1 billion in export value. This growth is supported by increasing consumer awareness of skin health and personal care (Reis-Mansur, da Luz, & dos Santos, 2023). Skincare is increasingly viewed not only as a desire but also as part of consumers' personal care needs.

Generation Z, born between 1997 and 2012, represents an important consumer segment in the skincare market. Their purchasing power was estimated at USD 20 billion in 2024 and is projected to reach USD 33 billion by 2030 (McKinsey & Company, 2024). Generation Z also shows a strong preference for natural and safe skincare ingredients. According to the Populix Beauty Consumer Report (2024), 72% of Generation Z consumers prefer natural skincare products and actively seek product information online before making purchasing decisions. Social media platforms, particularly TikTok and Instagram, have therefore become important sources of product information. Jakpat Insight (2024) reported that 78% of Generation Z consumers feel more confident purchasing products after viewing social media reviews and testimonials.

One local skincare brand that has taken advantage of this digital environment is N'PURE. Established in 2017, N'PURE differentiates itself through the use of natural ingredients, including *Centella Asiatica* (Cica), and promotes a dermatologically tested and halal-certified skincare concept. The brand uses TikTok, Instagram, and YouTube to engage consumers through educational content, user reviews, and influencer collaborations. As of January 2025, N'PURE's official TikTok account (@npure.id) had 3.6 million followers and 7.2 million likes. Content using the hashtag #NPureCicaSeries had also generated more than 31 million views, with an average engagement rate of 4.9% per content.

Despite this strong digital presence, social media popularity does not necessarily lead to customer loyalty or repurchase. According to Beauty Journal Indonesia (2024), N'PURE ranked eighth in local skincare brand awareness, with a score of 34%, but ranked only twelfth in brand loyalty, with a score of 18%. This 16-percentage-point gap suggests a challenge in converting brand awareness into sustained customer retention.

A similar pattern can be observed in the broader skincare industry. Social Insider (2025) reported that 82% of skincare brands successfully increased brand awareness through TikTok, but only 41% converted this awareness into repeat purchases. Kantar (2025) also reported that the average repeat purchase rate for local skincare brands in Indonesia ranged from 35% to 42%, compared with 58% to 65% for international brands. These figures suggest that gaining consumer attention through social media does not automatically result in repeat purchasing behavior.

This issue is particularly relevant among Generation Z consumers in Cimahi City, where competition among skincare brands is intense. Consumers may switch brands after their first purchase because of competing promotions, viral products, or the desire to try new products. Populix (2025) reported that 67% of Generation Z consumers in Indonesia had switched skincare brands within the previous three months. The main reasons included competitor promotions on social media (45%), interest in viral products (32%), and the desire for product variety (23%).

Therefore, the challenge for N'PURE is not only to attract Generation Z consumers through TikTok but also to build a positive brand image that encourages them to repurchase. This condition highlights the need to examine the relationship between TikTok social media marketing, brand image, and repurchase intention among N'PURE consumers in Cimahi City.

2. RESEARCH METHOD

This study employed a quantitative method with a causal-associative approach to examine the effects of TikTok social media marketing on repurchase intention and the mediating role of brand image. The population consisted of Generation Z consumers, defined as individuals born between 1997 and 2012, who live in Cimahi City, actively use TikTok, follow the official N'PURE TikTok account (@npureofficial), and have purchased N'PURE skincare products at least once.

A non-probability purposive sampling technique was applied based on these predetermined criteria. The study involved 90 respondents. The sample size was determined by multiplying the three main variables by 30 respondents per variable, resulting in a total of 90 respondents. This approach was used to obtain sufficient observations for the planned regression analyses.

Data were collected through an online questionnaire distributed using Google Forms. Each item was measured using a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. The questionnaire measured three variables: TikTok social media marketing as the independent variable, brand image as the mediating variable, and repurchase intention as the dependent variable. Each variable was measured through its respective indicators based on the theoretical and empirical literature used in this study.

The validity of the instrument was assessed using the Pearson Product-Moment correlation, with a minimum correlation coefficient of 0.30. Reliability was evaluated using Cronbach's Alpha, with a coefficient greater than 0.60 considered acceptable. Semantic and logical testing, followed by a preliminary test involving 5–10 respondents, was conducted to assess the clarity, readability, and comprehensibility of the questionnaire items.

Data processing involved coding, data entry, editing, and data transformation. Before hypothesis testing, classical assumption tests were conducted to assess the suitability of the regression models. The One-Sample Kolmogorov-Smirnov test was used to examine normality, Tolerance and Variance Inflation Factor (VIF) were used to detect multicollinearity, and the Glejser test was used to examine heteroscedasticity. These tests were conducted to ensure that the regression models met the assumptions required for the BLUE (Best Linear Unbiased Estimator) criteria.

Descriptive statistical analysis was conducted using the continuum line method with an interval width of 0.80 to categorize the mean scores of respondents' answers. Simple linear regression was used to examine the effect of TikTok social media marketing on brand image because it evaluates the relationship between one independent variable and one dependent variable. Multiple linear regression was used to examine the effects of TikTok social media marketing and brand image on repurchase intention because it evaluates the simultaneous effects of two independent variables on one dependent variable.

The mediation effect of brand image was examined using partial t-tests and the Sobel test. The t-test was used to determine the significance of individual regression coefficients, with a critical t-value of 1.663 at 87 degrees of freedom. The Sobel test was used to determine whether the indirect effect of TikTok social media marketing on repurchase intention through brand image was statistically significant.

The use of regression analysis allows the direct relationships among the study variables to be statistically assessed, while the Sobel test provides evidence regarding the significance of the indirect or mediation effect. However, the Sobel test has limitations because it assumes an approximately normal distribution of the indirect effect and may have lower statistical power with relatively small samples. Therefore, the mediation results should be interpreted within the limitations of the sample size and research design. All statistical analyses were performed using IBM SPSS Statistics 25.

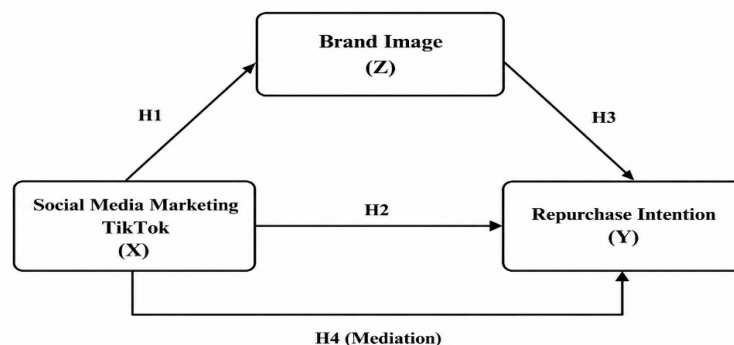


Figure 1. Conceptual Research Model

The conceptual model illustrates the proposed relationships among TikTok social media marketing, brand image, and repurchase intention. TikTok social media marketing is positioned as the independent variable (X), brand image as the mediating variable (Z), and repurchase intention as the dependent variable (Y). In addition, TikTok social media marketing is also hypothesized to have a direct effect on repurchase intention. Thus, the conceptual model proposes that TikTok social media marketing affects repurchase intention both directly and indirectly through brand image as a mediating variable.

3. RESULTS AND DISCUSSION

3.1. Results

This study involved 90 Generation Z respondents residing in Cimahi City who actively use TikTok, follow the official N'PURE account (@npureofficial), and have purchased N'PURE skincare products at least once. The respondents were selected based on predetermined criteria to ensure their relevance to the research objectives.

The majority of respondents were female, representing 82.2% of the sample. In terms of age, respondents aged 18–19 years constituted the largest group (22.2%), followed by those aged 22–23 years (17.8%). Regarding occupation, students and university students accounted for 50.0% of the respondents. The largest income group reported a monthly income of IDR 500,000–1,000,000 (30.0%).

The respondents were distributed across several areas of Cimahi City, with Padasuka contributing the largest proportion at 15.6%. The distribution across different demographic groups and areas indicates that the sample captures variation among N’PURE consumers in Cimahi City. Although the purposive sampling technique does not provide statistical representation of the entire Generation Z population, the specific inclusion criteria ensure that the respondents have direct experience with TikTok, N’PURE products, and the purchasing context examined in this study. Therefore, the 90 respondents were considered relevant for analyzing the relationships among TikTok social media marketing, brand image, and repurchase intention.

3.1.1. Validity and Reliability Test

Table 1. Summary of Validity and Reliability Test Results

Variable	Items	Range of	r count	rtable	Sig.	Cronbach's Alpha	Remarks
Social Media							
Marketing (X)	X1 - X5	0.703 – 0.768	0.207	0.000	0.879		Valid & Reliable
Brand Image (Z)	Z1 - Z10	0.693 – 0.805	0.207	0.000	0.910		Valid & Reliable
Repurchase							
Intention (Y)	Y1 - Y6	0.816 – 0.857	0.207	0.000	0.862		Valid & Reliable

Sources: SPSS 2026

Looking at Table 1, all the statements related to the three variables were found to be valid. This is because the r count values for each item were all higher than the r table p value of 0.207, and the significance level was $p = 0.000$, which is less than 0.05. The highest r value for the Social Media Marketing variable was in item X1 (0.768), which shows that enjoyable content is the best measure for this construct. For the Brand Image variable, item Z6 had the highest value of 0.805, and item Y6 with a value of 0.857 was the strongest indicator for the Repurchase Intention variable. The reliability test results showed that Cronbach's Alpha scores for all the variables were above the minimum standard of 0.60, which means all the tools used are very reliable and give consistent results when measuring what they are supposed to.

3.1.2. Descriptive Analysis

Table 2. Descriptive Analysis Results

Research Variable	Mean Value	Criteria
Social Media Marketing (X)	3.83	Good
Brand Image (Z)	3.71	Good
Repurchase Intention (Y)	3.69	Good

Source: Data Processed by Author, 2026

Looking at Table 2, the average score for the Social Media Marketing variable is 3.83, which is considered Good. This shows that the respondents have a very positive view of the marketing efforts carried out by @npureofficial on TikTok. The Brand Image variable had an average score of 3.71, which is considered good, showing that N’PURE is seen as a trusted and natural skincare brand. The Repurchase Intention variable had a mean score of 3.69, which is considered Good. This shows that consumers really want to buy N’PURE products again, and their main reasons for doing so are transactional and exploratory motives, which had a mean of 3.72.

3.1.3. Classical Assumption Test

3.1.3.1. Normality, Multicollinearity, and Heteroscedasticity Summary

Table 3. Classical Assumption Test Results

Test Type	Variable / Parameter	Value	Standard	Remarks
Normality (Shapiro-Wilk)	Residual / Data Model	Sig. > 0.05	Sig. > 0.05	Normally Distributed
Multicollinearity	SMM (X) & Brand Image (Z)	VIF = 1.347 Tolerance = 0.742	VIF < 10.00 Tol > 0.10	Free of Multicollinearity
Heteroscedasticity (Glejser)	SMM (X) Brand Image (Z)	Sig. = 0.220 Sig. = 0.448	Sig. > 0.05 Sig. > 0.05	Homoscedastic (No Symptoms)

Sources: SPSS 2026

Looking at Table 3, the data fits all the required parametric conditions. The Shapiro-Wilk test showed significance values higher than 0.05, which means the data follows a normal distribution. The multicollinearity test shows VIF values of 1.347, which is less than 10.00, and Tolerance values of 0.742, which is more than 0.10. This means there are no signs of unnecessary correlations between the variables. Lastly, the Glejser test results show significance values that are all higher than 0.05, which means the model does not have any signs of heteroscedasticity.

3.1.3.2. Simple Regression Test (Direct Effect) & Moderated Regression Analysis (MRA)

Table 4. Regression Analysis Summary (Equation 1 & Equation 2)

Model	Predictors/ Variables	Coeff. (B)	t-value	Sig.	R Square
Eq. 1 (Direct)	(Constant)	8.420	3.916	0.000	0.384 (38.4%)
	Social Media Marketing (X)	0.685	7.446	0.000	
Eq. 2 (MRA)	(Constant)	12.350	2.546	0.013	0.553 (55,3%)
	Social Media Marketing (X)	-0.210	-0.667	-0.507	
	Brand Image (Z)	-0.150	-0.536	0.593	
	Interaction (X*Z)	0.035	2.333	0.022	

Source: SPSS output version 26, 2026

Looking at Table 4 (Equation 1), the results show that Social Media Marketing has a positive and important direct effect on Repurchase Intention ($\beta = 0.685$, $t = 7.446$, $p = 0.000 < 0.05$). This means it helps explain 38.4% of the variation in Repurchase Intention.

In Equation 2 (MRA), the interaction between Social Media Marketing and Brand Image (X*Z) has a coefficient of 0.035. The t-value for this interaction is 2.333, and the significance level is $p = 0.022$, which is less than 0.05. This shows that a brand's image plays a big role in making social media marketing more effective at encouraging customers to buy again. The R Square value went up from 38.4% to 55.3%, which means that Brand Image adds another 16.9% in explaining the outcome.

3.2. Discussion

The findings demonstrate that TikTok Social Media Marketing significantly influences Brand Image and Repurchase Intention among Generation Z consumers of N'PURE products in Cimahi City. Brand Image also has a significant positive effect on Repurchase Intention and partially mediates the relationship between TikTok Social Media Marketing and Repurchase Intention. These findings indicate that TikTok marketing contributes to repurchase behavior both directly and indirectly by strengthening consumers' perceptions of the N'PURE brand.

3.2.1. The Effect of TikTok Social Media Marketing on Brand Image

The first hypothesis (H1) was supported, indicating that TikTok Social Media Marketing has a positive and significant effect on Brand Image. This finding suggests that engaging, informative, current, and personalized TikTok content can strengthen consumers' perceptions of N'PURE among Generation Z consumers in Cimahi City.

This finding is consistent with Rashidi-Sabet and Bolton (2024), who explain that social media marketing enables organizations to create and communicate value while developing meaningful relationships with consumers. Similarly, Armstrong (2019) emphasizes the importance of technology-driven and personalized consumer experiences, which can be facilitated through TikTok features such as short-form videos, live streaming, and influencer collaborations.

The finding is also supported by previous empirical studies. Hariman (2025) found that social media marketing significantly enhances brand image among Generation Z skincare consumers. Hernández-Vergara, Casado-Aranda, and Sánchez-Fernández (2026) reported that TikTok marketing activities positively influence consumers' perceptions of N'PURE's brand image. Nurfadhila (2024) also identified social media marketing as an important determinant of brand image in Indonesia's beauty industry.

The present study extends previous research by focusing specifically on Generation Z consumers in Cimahi City. It provides additional evidence that TikTok can function not only as a promotional platform but also as a channel for strengthening brand associations and perceptions of local skincare brands.

3.2.2. The Effect of TikTok Social Media Marketing on Repurchase Intention

The second hypothesis (H2) was supported, demonstrating that TikTok Social Media Marketing has a positive and significant effect on Repurchase Intention. Consumers who perceive N'PURE's TikTok content as engaging and informative are more likely to consider purchasing the products again.

This finding can be explained by the continuous exposure generated through social media content. Repeated interaction with relevant and engaging TikTok content can create favorable consumer evaluations and strengthen behavioral intentions. This interpretation is consistent with Rossmann (2024), who explains that favorable attitudes toward a behavior can strengthen behavioral intentions.

The findings are also consistent with Zhao, Chang, Chen, Fu, and Bi (2024), who found that TikTok marketing positively affects purchase and repurchase intentions by encouraging consumer engagement. Sari and Putri (2025) similarly demonstrated that TikTok-based digital marketing significantly influences behavioral intentions among Generation Z consumers of skincare products.

An important contribution of this study is that the positive effect of TikTok Social Media Marketing on Repurchase Intention remains significant when Brand Image is included in the model. This indicates that TikTok marketing may influence repurchase intention directly, rather than relying exclusively on consumers' perceptions of the brand.

3.2.3. The Effect of Brand Image on Repurchase Intention

The third hypothesis (H3) was supported, indicating that Brand Image has a positive and significant effect on Repurchase Intention. The findings further indicate that Brand Image has a stronger influence on repurchase behavior than the direct effect of TikTok Social Media Marketing. This suggests that consumers' perceptions of N'PURE are an important consideration in their decision to repurchase.

Armstrong (2019) explains that brand image reflects consumers' perceptions and associations stored in their memory. A favorable brand image can strengthen consumer trust and positive associations with a brand, which may encourage continued purchasing behavior.

The finding is consistent with Lucky, Aisjah, and Ningrum (2023), who reported that positive brand image significantly increases repurchase intention. Similar findings were reported by Ngamcharoen, Wiriyahtjar, Foosiri, and Lekhsul (2025) and Lavuri, Jabbour, Grebinevych, and Roubaud (2022), who identified Brand Image as an important predictor of repurchase behavior in the skincare context.

These findings suggest that N'PURE should not rely solely on short-term TikTok promotional activities. Marketing activities should also be integrated with long-term efforts to maintain brand credibility, distinctive brand associations, and positive consumer experiences. A strong brand image can therefore help convert social media exposure into continued purchasing behavior.

3.2.4. The Mediating Role of Brand Image

The fourth hypothesis (H4) was supported. The mediation analysis indicates that Brand Image significantly mediates the relationship between TikTok Social Media Marketing and Repurchase Intention. Because both the direct and indirect effects remain significant, the mediation is classified as partial mediation.

The partial mediation indicates that TikTok Social Media Marketing affects Repurchase Intention through two pathways. First, TikTok marketing has a direct influence on consumers' intention to repurchase. Second, TikTok marketing strengthens Brand Image, which subsequently increases Repurchase Intention. Thus, the effectiveness of TikTok marketing is not limited to generating immediate consumer responses but also involves strengthening consumers' perceptions of the brand.

This mechanism is consistent with the Theory of Planned Behavior discussed by Adnan, Çakir, Naseer, and Khan (2025) and Al Maalouf, Eid, Sayegh, and Fattouh (2026). Positive marketing communication can contribute to favorable consumer attitudes, which subsequently support stronger behavioral intentions.

The findings are also consistent with Jazula and Isharina (2025), who identified Brand Image as a significant mediator between social media marketing and repurchase intention. Ulhaq, Baskara, Satria, and Edastam (2025) and Hu, Chao, and Lin (2024) similarly found that social media marketing can strengthen repurchase intention by improving consumers' positive perceptions of a brand.

Overall, the findings demonstrate that Brand Image is an important psychological mechanism linking TikTok Social Media Marketing with Repurchase Intention among Generation Z consumers of N'PURE products in Cimahi City. Therefore, effective TikTok marketing should be accompanied by consistent brand-building activities to encourage sustainable repurchase behavior.

3.2.5. Critical Reflection, Limitations, and Potential Bias

Despite the significant findings, several limitations should be considered when interpreting the results. First, the study involved only 90 respondents selected through purposive sampling. Although the respondents met the predetermined criteria and had direct experience with N'PURE products and TikTok, the sample cannot statistically represent the entire Generation Z population in Cimahi City or Indonesia. Therefore, the findings should be generalized with caution.

Second, the study focused specifically on Generation Z consumers in Cimahi City who use TikTok and have purchased N'PURE products. The findings may therefore differ among consumers from other age groups, geographical areas, or skincare brands. Future studies could expand the population and compare consumers across different cities or brands.

Third, the data were collected through a self-administered questionnaire. This approach may introduce response bias because respondents may provide answers based on their perceptions or may report their attitudes and intentions more positively than their actual behavior. In particular, Repurchase Intention reflects an intention to purchase rather than actual future purchasing behavior.

Fourth, the cross-sectional research design captures respondents' perceptions at a specific point in time. Consequently, the findings demonstrate statistical relationships among the variables but cannot fully establish

changes in consumer behavior over time. Future research could use longitudinal data to examine whether positive perceptions of TikTok marketing and Brand Image lead to actual repeat purchases.

Finally, the study focuses on TikTok Social Media Marketing and Brand Image as the main explanatory variables. Other factors that may influence Repurchase Intention, such as product quality, price, customer satisfaction, perceived value, promotional offers, and consumer trust, were not examined in the model. These factors could be considered in future research to provide a more comprehensive explanation of repurchase behavior.

Despite these limitations, the study provides useful empirical evidence regarding the role of TikTok marketing and Brand Image in encouraging repurchase intention among Generation Z consumers of local skincare products. The findings suggest that social media engagement should be supported by consistent brand-building strategies to achieve stronger and more sustainable consumer relationships.

4. CONCLUSION

This study contributes to the digital marketing and consumer behavior literature by explaining how TikTok Social Media Marketing Influences Repurchase Intention through Brand Image among Generation Z consumers of local skincare products. The findings demonstrate that Brand Image functions as a partial mediator, indicating that TikTok marketing influences repurchase intention through both a direct pathway and an indirect pathway through consumers' perceptions of the brand. The study extends previous research by providing empirical evidence from N'PURE consumers in Cimahi City. Rather than focusing only on the direct relationship between social media marketing and consumer behavioral intentions, this study identifies Brand Image as an important psychological mechanism that helps explain how TikTok marketing can translate into repurchase intention. This finding strengthens the understanding of how digital marketing activities can create consumer value through positive brand perceptions. The findings also provide a basis for future research to develop broader models of repurchase intention by incorporating additional variables, such as perceived product quality, brand trust, customer satisfaction, perceived value, and electronic word-of-mouth. Comparative studies involving different geographical areas, social media platforms, and local skincare brands could further strengthen understanding of the effectiveness of digital marketing across different consumer contexts.

The findings provide several practical implications for N'PURE and other local skincare brands. First, companies should continuously develop engaging, informative, entertaining, and interactive TikTok content that reflects the characteristics and preferences of Generation Z. Personalized content, relevant trends, and consistent audience interaction can strengthen consumer engagement and brand relationships. Second, because Brand Image partially mediates the relationship between TikTok Social Media Marketing and Repurchase Intention, marketing activities should consistently communicate the brand's identity, values, personality, and product quality. Authentic storytelling, influencer collaborations, user-generated content, and customer testimonials can help strengthen positive brand associations and consumer trust. Third, companies should evaluate TikTok campaigns beyond conventional engagement metrics such as views, likes, shares, and follower growth. Changes in Brand Image and Repurchase Intention should also be considered when evaluating campaign effectiveness. Integrating social media performance with branding and customer-retention objectives can help companies allocate marketing resources more effectively and develop sustainable customer relationships.

ACKNOWLEDGEMENTS

The author would like to express sincere gratitude to everyone who provided support, guidance, and encouragement throughout the completion of this research. Above all, the author is deeply grateful to Allah SWT for His endless blessings, mercy, and guidance, which made every stage of this research smooth and manageable.

The author also extends heartfelt appreciation to all individuals who contributed their valuable time, knowledge, and assistance during the research process. Their support and generosity have been invaluable in the successful completion of this study.

The author really wants this research to help move understanding forward in the areas of digital marketing and how people behave as consumers, especially when it comes to social media marketing, how brands are seen, and how likely people are to buy again. It is also expected that the results will offer helpful information for teachers, professionals, and those who will study this topic later.

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