

Skintific Purchase Decisions Among TikTok Users in Purwokerto: The Role of Influencer Marketing, e-WOM, Brand Image, and Product Quality

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Abstract

This study aims to examine the influence of consumer purchasing decisions of Skintific skincare products in Purwokerto with the variables of influencer marketing, electronic word of mouth, brand image, and product quality. Quantitative data collection using Google Forms with a Likert Scale of 1-5. The research population is residents of Purwokerto who have purchased Skintific skincare products and are actively using TikTok. Sampling used a non-probability method with a purposive sampling technique. The Lemeshow method was used to determine the minimum number of samples and the final sample consisted of 130 respondents. This study uses the Construct Validity and Reliability Test, Discriminant Validity of Fornell-Larcker and HTMT criteria, Inner VIF, Model Fit, R-Square and Hypothesis Test. The data were analyzed using the SmartPLS 3. The results of this study showed that all variables were positively related to purchase decisions, influencer marketing ($\beta=.334$), electronic word of mouth ($\beta=.276$), brand image ($\beta=.357$), and product quality ($\beta=.306$), all $p<.001$; $R^2=.643$. In this study, all variables can influence purchasing decisions with the findings of brand image as the variable that has the highest influence. The findings indicate the importance of brand image consistency in Skintific communication on TikTok. This study contributes to the digital marketing literature by providing empirical evidence on the effects of influencer marketing, e-WOM, brand image, and product quality on purchase decisions. However, this study is limited to TikTok users in Purwokerto.

Keywords:

TikTok; Influencer marketing; Electronic word of mouth; Brand image; Product quality; Purchase decision.

1. INTRODUCTION

The development of the beauty industry in Indonesia continues to grow experienced by the skincare product industry in Indonesia. Haryo Limanseto reported that the revenue of the skincare product industry sector in Indonesia in 2025 recorded a positive performance, with revenue reaching IDR 35.6 trillion and is expected to continue to grow by 4.73% per year (ekon.go.id, 2025). The improvement of the skincare product industry will continue to increase, supported by the growth of social media users which will reach 62.9% of the population of the Indonesian people by 2026, and 78% of the population of social media users are TikTok users (wearesocial.com, 2026). Seeing the large number of TikTok social media users in Indonesia, it is possible that TikTok can be used as a medium to help spread information and introduce products, with the aim of improving effective purchasing decisions for skin care products.

The increasing revenue in the skincare industry sector in Indonesia reflects the substantial market potential in this country. The large market share in Indonesia is attractive for foreign skincare product manufacturers to expand sales. One of them is Skintific. The expansion of Skintific skincare product sales in Indonesia shows success in 2025, by obtaining the first position as the largest market share in Indonesia from

the total sales of skincare products in the Shopee online store. However, in 2026 Skintipic's market share ranking will be shifted by the Glad2Glow brand. This shift in market share ranking shows that sales competition in the skincare product industry in Indonesia is quite competitive. The following is the market share data of the total sales of all skincare products in Indonesia on the Shopee online store.

Table 1. Top 5 Beauty Brands at Shopee Indonesia Q1 2025 & Best-Selling Beauty Package Brands at Shopee Indonesia Q1 2026

Rank	2025 (%)	2026 (%)
1	Skintific (7.1)	Glad2Glow (6.92)
2	Ms Glow (6.9)	Skintific (5.86)
3	Glad2Glow (4.9)	Ms Glow (4.16)
4	Wardah (4.5)	Wardah (3.96)
5	Gloglowing (2.3)	Finally Found You (3.32)

Source: compas.co.id, 2025; goodstats.id, 2026

The table 1. shows that the Skintific brand in 2025 ranks first with 7.1% of total skincare product sales in Indonesia through the Shopee online store. Then, in 2026, Skintipic's ranking will be taken over by the Glad2Glash brand, which ranks first with a gain of 6.92% of total skincare product sales in Indonesia on the Shopee online store. In 2026, Skintific dropped one place, and ranked second with a gain of 5.86%. Then, at the bottom of the ranking, it is followed by Ms Glow 4.16%, Wardah 3.96%, and Finally Found You 3.32%. The decline in Skintipic's market share position from first to second place shows the increasing level of competition in the Indonesian skincare industry, so it is interesting to examine the factors that affect consumer purchase decisions. This phenomenon shows the dynamics of competition in the social media era that are interesting to further analyze on the purchasing decision behavior of Tiktok users.

The dynamics of market share can be influenced by consumer behavior in making purchasing decisions. According to Rachmawati et al., (2022), the purchase decision is the process of consumers assessing various product alternatives, then choosing one product needed based on certain considerations. Each individual resident has different factors in influencing purchasing decisions. In the Purwokerto area, a study Rahayu et al., (2025) found that consumer behavior in making decisions to purchase skin care products in East Purwokerto is more likely to be influenced by influencer marketing and electronic word of mouth. The results of the study showed a positive and significant effect. In addition, in the study Evanthei et al., (2024) other factors that can affect the behavior of skin care product purchase decisions in Purwokerto are brand image and product quality with research results showing a positive and significant effect on skin care product purchase decisions. Thus, influencer marketing, electronic word of mouth, brand image and product quality are used as independent variables that influence consumer purchasing decisions of Skintific skincare products in Purwokerto on Tiktok social media users.

The first factor that can influence purchasing decisions is influencer marketing. According to Artika, (2021) influencer marketing is a promotional strategy, which uses social media to influence the followers they have to buy a product. Through influencer marketing, purchasing decisions can be influenced. In the study Aini & Zagladi, (2025) found a positive influence of influencer marketing in influencing consumer purchasing decisions of skin care products. However, in the study Parsaoran & Wibasuri, (2025), Aulia, (2025), found that influencers had no effect on the decision to purchase skin care products and Robawa & Safirin, (2025) found that the results of the influencer marketing research had a negative effect on the decision to purchase skin care products. With the difference in the results of the study, it is necessary to re-examine the influence of influencer marketing on the purchase of skin care product decisions, especially in the Purwokerto area.

The second variable that can influence consumers' purchasing decisions on skincare products is the perception of other users, in the form of electronic word of mouth. According to Anggiani, (2024) electronic word of mouth, it is electronic communication marketing in the form of reviews of other users on social media that are positive and negative. Good reviews tend to improve consumer purchasing decisions. In the study, Fitriani et al., (2025) found that electronic word of mouth has a positive effect on consumers' purchasing decisions of skin care products. Meanwhile, in the study Amin & Yanti, (2021), Utami et al., (2024) and Gunawan & Pertiwi, (2022) there were other findings that electronic word of mouth had no effect on the purchase decision of skin care products. The difference in findings in the study requires a review of the relationship between the influence of electronic word of mouth on the purchase decision of skin care products, especially in the Purwokerto area.

Consumer behavior in terms of deciding to buy a product can be influenced by brand image. According to Wardhana, (2021) brand image is the overall impression of a product that reflects consumers' perceptions and beliefs regarding a particular brand, in a study Fakhriroh, L., & Aminah, S., (2025) found that brand image has a positive effect on the purchase decision of skin care products. However, the study Muhtarom et al., (2022) found that brand image has a negative effect on the purchase decision of skin care products. Then Hudzaifah et al., (2024), and Safitri & Syarif, (2023) found different results, that brand image had no effect on the decision to purchase skin care products. The results of the study are inconsistent, so it requires a reassessment of the

influence of brand image in triggering consumer purchasing decisions for skin care products. Especially in the Purwokerto area.

The last variable factor in this study is product quality. Product quality is an overview of how well a product meets its usefulness, and can meet industry standards (Labibati, 2024). Good product quality tends to influence consumer purchase decisions, as in a study Laila et al., (2025), that found that product quality has a positive effect on skin care product purchase decisions. However, in the study Christiarini & Martasya, (2024), Wahida & Fourqoniah, (2025) and Syaharni & Kesumahati, (2023) found different results, namely product quality had no effect on the decision to purchase skin care products. Therefore, with these differences in results, it is necessary to re-evaluate the influence of product quality on the purchase decision of skin care products, especially in the Purwokerto area.

This study is a development of the previous article (Aini & Zagladi, 2025) which only tested two independent variables: the influence of influencer marketing and electronic word of mouth, with TikTok as a marketing medium on the purchase decision of skincare products. Then the researcher added two variables of brand image and product quality that influenced the decision to purchase skin care products, in the Pulogadung area from the study (Suhardi et al., 2024).

This study contributes to the digital marketing and consumer behavior literature in three important ways. First, it integrates four determinants of purchase decision namely influencer marketing, electronic word of mouth, brand image, and product quality into a single research model within the context of Skintific skincare products. Second, unlike most previous studies that examined these variables separately or in different geographical settings, this study focuses specifically on TikTok users in Purwokerto, where empirical evidence remains limited despite the rapid growth of social commerce. Third, this study extends previous empirical findings by re-examining inconsistent relationships reported in earlier studies and provides updated evidence using the PLS-SEM approach. Therefore, the findings enrich the understanding of digital marketing practices and consumer purchasing behavior in Indonesia's skincare industry while offering practical insights for companies utilizing TikTok as a marketing platform.

Consumer behavior refers to the processes through which individuals search for, evaluate, purchase, use, and evaluate products or services to satisfy their needs and wants (Irwansyah et al., 2021). According to Schiffman and Kanuk, consumers' purchase decisions are influenced by external factors, including marketing communications and information sources, which shape their perceptions and evaluations of products before a purchase is made. In the context of digital marketing, social media platforms have become important channels through which consumers obtain product-related information, compare alternatives, and develop confidence in their purchase decisions. In this study, influencer marketing and electronic word of mouth (e-WOM) represent external information sources that provide persuasive product-related information through TikTok. Meanwhile, brand image and product quality represent consumers' cognitive evaluations of the brand and the product itself. These external information sources and product evaluations collectively influence consumers' purchase decision-making process. Therefore, consumer behavior theory provides an appropriate theoretical foundation for explaining the relationships among the variables examined in this study (Harahap et al., 2024).

Purchasing decisions can be influenced by influencer marketing variables. A promotional strategy in which an influencer uses his popularity on social media to encourage his audience to buy a product he is promoting (Maga & Harsoyo, 2025). According to Aini & Zagladi, (2025) an influencer who has reach, relevance, and resonance can have an effect on purchase decisions, because consumers need a lot of consideration before making a purchase, to be safe and provide optimal results. The results of the study Aini & Zagladi, (2025) show that influencers have positive and significant results on purchasing decisions. The research is in line with empirical/previous research that has a positive effect on Sari & Darma, (2024), Rahma & Fitriyah, (2025), and Fatmawati & Fauziah, (2025). So, the hypotheses proposed are:

H1: influencer marketing has a positive effect on purchasing decisions.

Electronic word of mouth is a positive or negative statement, made by consumers or prospective consumers regarding products that have been purchased or will be purchased on the internet (Putri, 2023). In the study Aini & Zagladi, (2025) stated that the dissemination of electronic word of mouth with the attention of others, reviews, and recommendations can have an impact on purchasing decisions. The results of the study show that electronic word of mouth has a positive and significant effect on consumer purchase decisions. So, in line with empirical/previous research that states that electronic word of mouth can positively affect purchasing decisions according to Pertiwi & Dwiridotjahjono, (2025), Dian, A., & Aminah, S. (2024), and Sepfiani et al., (2023). So, the hypothesis proposed is:

H2: Electronic word of mouth has a positive effect on purchasing decisions.

Brand image is a complex intangible symbol of brand attributes, name, packaging, price, history, and reputation that have a differentiator so that a brand creates prominent image characteristics to be able to get greater share and profit from producers in the market (Haryanto & Harsono, 2022). According to Suhardi et al (2024) the advantages of brand associations, the strength of brand associations, and the uniqueness of brand associations have great potential to convince consumers in making purchase decisions, the results of the study Suhardi et al (2024) found a positive and significant influence between brand image on purchase decisions.

These results are in line with previous empirical research Nurvita & Saputro, (2024), Katerina et al., (2023), and Maharani & Achmad, (2024) which have a positive effect. So, the hypothesis proposed is:

H3: brand image has a positive effect on purchasing decisions.

Product quality is a product or service, which can provide what consumers expect (Laili & Yulianto, 2025). According to research Suhardi et al., (2024) reliability or durability, performance, and type of features tend to have the potential to improve purchasing decisions. Suhardi et al., (2024) found a positive and significant influence of product quality on consumer purchase decisions. These results are in line with previous empirical research that has a positive effect Arda & Andriany, (2023), Azizah, S., & Setiaji, K., (2025) and Malakiano & Susila, (2025). So, the hypothesis proposed is:

H4: Product quality has a positive effect on the purchase decision.

2. RESEARCH METHOD

This study uses a quantitative approach. The questionnaire was collected online from July 1, 2026 to July 3, 2026, were using Google Forms with measurements using a Likert Scale of 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), and 5 (strongly agree). The data was then analyzed using a statistical approach (Sugiyono, 2019). The population in this study is an unknown number of Skintific consumers in Purwokerto. Since the population is unknown, the minimum number of samples is determined using the Lemeshow calculation (Caniago, A., & Rustanto, A., 2022).

$$\frac{Za^2 \times P \times Q}{d^2} \quad n = \frac{1.96^2 \times 0.5 \times 0.5}{0.1^2}$$

$$n = 96.4$$

Description:

n = Minimum number of samples required

Z = Standard value of the distribution as value = 5% = 1.96

P = Outcome prevalence, because data have not been obtained, 50% is used

Q = 1-P

d = Accuracy level 10%

Based on the calculation using the Lemeshow formula, the minimum number of samples set in this study is 96 respondents and the final sample consisted of 130 respondents.

Purposive sampling techniques were used in this study. Because of the dependent variables that are researched in the purchase decision, the respondent must be sure that they have made a purchase. So that to meet the requirements for respondents who are eligible to be sampled, respondents must meet the specified criteria such as: domiciled in Purwokerto, active in using TikTok every day, having purchased Skintific skincare in the last 3 months.

The data analysis used in this study using the SmartPLS 3 with the Structural Equation Model (SEM) and one-tailed bootstrapping technique. With Construct Validity and Reliability testing, Fornell-Larcker criteria Discriminating Validity, Model Fit, R-Square and Hypothesis Test.

3. RESULTS AND DISCUSSION

3.1. Characteristics of Respondents

Table 2. Respondent Characteristics

Remarks	Category	Quantity	Percentage
Gender	Male	56	43%
	Women	74	57%
Age	17–22 years old	82	63.08%
	23–28 years old	37	28.46%
	Over 28 years old	11	8.46%
Use of TikTok	Active	130	100%
Income or Pocket Money Per Month	< IDR 1,000,000	7	5.4%
	IDR 1,000,000–IDR 3,000,000	73	56.2%
	IDR 3,500,000–IDR 5,000,000	35	26.9%
	> IDR 5,000,000	15	11.5%

Data obtained from 130 respondents collected using Google Forms shared online, the data obtained showed that the majority of respondents were female, aged 17–22 years, actively using TikTok, and in the middle class. Based on the data obtained by 130 respondents, it shows that the female gender dominates with the acquisition of 74 respondents, 57% of the 130 respondents, then men with the acquisition of 56 respondents 43% of the 130 respondents. Furthermore, based on age, the data obtained by more respondents aged 17-22 years as many as 82 respondents 63.08%, 23-28 as many as 37 respondents 28.46% and over 28 years old as many as 11 respondents 8.46% out of 130 respondents. Then based on the use of TikTok, 100% of respondents are active in using TikTok. Based on income or allowance per month IDR 1,000,000–IDR 3,000,000 dominates by 56.2% as many as 73 respondents, IDR 3,500,000–IDR 5,000,000 26.9% as many as 35 respondents, > IDR 5,000,000 11.5% as many as 15 respondents, and < IDR 1,000,000 5.4% as many as 7 out of 130 respondents.

3.2. Construct Validity and Reliability Test

Table 3. Construct Validity and Reliability Test

Variabel	Indicator	Outer Loading	AVE	Cronbach's Alpha	Composite Reliability
Influence marketing	IM (1)	0.844	0.726	0.924	0.941
	IM (2)	0.856			
	IM (3)	0.852			
	IM (4)	0.821			
	IM (5)	0.888			
	IM (6)	0.849			
electronic word of mouth	E-WOM (1)	0.802	0.701	0.915	0.934
	E-WOM (2)	0.856			
	E-WOM (3)	0.853			
	E-WOM (4)	0.835			
	E-WOM (5)	0.843			
	E-WOM (6)	0.832			
brand image	BI (1)	0.859	0.745	0.932	0.946
	BI (2)	0.847			
	BI (3)	0.913			
	BI (4)	0.863			
	BI (5)	0.851			
	BI (6)	0.844			
product quality	PQ (1)	0.844	0.685	0.908	0.929
	PQ (2)	0.829			
	PQ (3)	0.861			
	PQ (4)	0.781			
	PQ (5)	0.819			
	PQ (6)	0.831			
Purchase decision	KP (1)	0.914	0.779	0.943	0.955
	KP (2)	0.902			
	KP (3)	0.845			
	KP (4)	0.839			
	KP (5)	0.899			
	KP (6)	0.893			

Based on the results of the data analysis, the testing of all indicators was valid above 0.708 with the value of outer loading influencer marketing (IM –IM6) ranging from 0.821–0.888, electronic word of mouth (E-WOM–E-WOM6) ranging from 0.802–0.856, brand image (BI1–BI6) ranging from 0.844–0.913, product quality (PQ1–PQ6) ranging from 0.781–0.861 and purchase decision (KP1–KP6) ranging from 0.839–0.914. Indicators in all constructs met the reliability criteria with an AVE score above 0.50, influencer marketing 0.726, electronic word of mouth 0.701, brand image 0.745, product quality 0.685, and purchase decision 0.779. Then Cronbach's Alpha score is above 0.70 with influencer marketing 0.924, electronic word of mouth 0.915, brand image 0.932, product quality 0.908, and purchase decisions 0.943. Composite reliability ranged from 0.70–0.95, with influencer marketing value of 0.941, electronic word of mouth 0.934, brand image 0.946, product quality 0.929, and purchase decision 0.955 slightly more than the standard value of criteria (Hair et al., 2021).

3.3. Validity of Fornell-Larcker and HTMT Discriminate

Table 4. Fornell-Larcker Discriminating Validity Test

Variabel	BI	E-WOM	IN	KP	WHY
BI	0.863				
E-WOM	0.219	0.837			
IN	0.106	0.221	0.852		
KP	0.517	0.487	0.503	0.882	
WHY	0.210	0.193	0.229	0.511	0.828

In the discriminant validity test, all constructs in the study using the Fornell-Larcker criteria were declared to meet the discriminant validity, with the square root value of Average Variance Extracted (AVE) in each variable greater than the correlation value between other constructs so that it can be concluded that the indicator is able to explain its own indicators compared to other constructs in the model (Hair et al., 2021).

Table 5. HTMT Discriminant Validity Test

Variabel	BI	E-WOM	IN	KP	WHY
BI					
E-WOM	0.230				
IN	0.120	0.236			
KP	0.544	0.513	0.536		
WHY	0.228	0.207	0.248	0.548	

Based on the HTMT discriminant validity test, all constructs were below the recommended limit, which was < 0.90 (Hair et al., 2021). These results show that each construct in the research model has a good level of discrimination, so it is able to measure different concepts.

3.4. VIF Inner Test

Table 6. Inner VIF Test

Variabel	BI	E-WOM	IN	KP	WHY
BI				1.084	
E-WOM				1.111	
IN				1.093	
KP					
WHY				1.110	

In the Inner VIF test, all values were below the recommended value, which was < 3.0 (Hair et al., 2021). These results show that there is no problem of multicollinearity between constructs so that the structural model meets the assumption of multicollinearity free and is feasible to continue in hypothesis testing.

3.5. Test Fit Models

Table 7. Test Model Fit

	Saturated Model	Estimated Model
SRMR	0.051	0.051
NFI	0.831	0.831

Table 5 shows that the Model Fit test obtained a SRMR saturated model value of 0.051 and an estimated model of 0.051, an NFI value saturated model of 0.831 and an estimated model of 0.831. This study shows a good and adequate level of conformity with SRMR values below the maximum limit of 0.08, the NFI value obtained is close to 0.90. so that the model is still acceptable in PLS-SEM analysis (Hair et al., 2021).

3.6. Determination Test

Tabel 8. Uji R Square

	R-Square	R-Square Adjusted
Purchase Decision	0.643	0.631

Based on the R-Square test, the model in the study is in the moderate category able to explain the variation in purchase decisions with R-Square and R-Square Adjusted values ranging from 0.50 to 0.70 according to the criteria (Hair et al., 2021). The R-Square Adjusted value of 0.631 found that influencer marketing, electronic

word of mouth, brand image and product quality are able to explain the influence of purchase decisions by 63.1% while the remaining 36.9% are explained by variables outside the model.

3.7. Uji Hypothesis

Table 9. Hypothesis Test

	Original Sample	Sample Mean	Standard Deviation	T-Statistics	P-Value	Result
IM -> KP	0.334	0.335	0.051	6.592	0.000	Accepted
E-WOM -> KP	0.276	0.282	0.051	5.387	0.000	Accepted
BI -> KP	0.357	0.355	0.064	5.550	0.000	Accepted
PQ -> KP	0.306	0.303	0.050	6.117	0.000	Accepted

The results of influencer marketing analysis of purchase decisions show that the coefficient value of 0.334 with a positive direction, the T-Statistics of 6.592 is greater than 1.645, the P-Value of 0.000 is smaller than 0.05 with a significant direction. The conclusion of the analysis results shows that influencer marketing has a positive and significant effect on purchase decisions with the hypothesis, H1 is accepted according to the criteria (Hair et al., 2021).

Electronic Word of Mouth on the purchase decision shows that the coefficient value of 0.276 with a positive direction, the T-Statistics of 5.387 is greater than 1.645, the P-Value of 0.000 is smaller than 0.05 with a significant direction. The conclusion of the analysis results showed that electronic word of mouth had a positive and significant effect on the purchase decision with the hypothesis, H2 was accepted according to the criteria (Hair et al., 2021).

The brand image of the purchase decision shows that the coefficient value is 0.357 with a positive direction, the T-Statistics of 5.550 is greater than 1.645, the P-Value of 0.000 is smaller than 0.05 with a significant direction. The conclusion of the analysis results shows that brand image has a positive and significant effect on purchase decisions with the hypothesis, H3 is accepted according to the criteria (Hair et al., 2021).

Product quality on the purchase decision showed that the value of the coefficient was 0.306 with a positive direction, the T-Statistics of 6.117 was greater than 1.645, the P-Value of 0.000 was smaller than 0.05 with a significant direction. The conclusion of the analysis results shows that product quality has a positive and significant effect on the purchase decision with the hypothesis, H4 is accepted according to the criteria (Hair et al., 2021).

This study examines the influence of Skintific consumption in Purwokerto with Tiktok as a marketing medium, which found that influencer marketing findings had a positive and significant effect on purchase decisions. By utilizing influencers who have a large number of followers to reach consumers by advertising in the form of content that has relevance, and resonance, both in terms of content and individual influencers, in explaining and recommending the advertised products tends to be able to influence content recipients to make purchase decisions. In accordance with research Aini & Zagladi, (2025), Sari & Darma, (2024), Rahma & Fitriyah, (2025), and Fatmawati & Fauziah, (2025). The consistency of these findings indicates that influencer marketing remains an effective digital marketing strategy in influencing consumer purchasing decision through social media platforms. Electronic word of mouth has a positive and significant effect on purchase decisions. Utilizing electronic word of mouth such as attention to others, reviews, and positive endorsements from others of the product will influence the recipient of the information to make a purchase decision. In accordance with research Aini & Zagladi, (2025), Pertiwi & Dwiridotjahjono, (2025), Dian, A., & Aminah, S. (2024), and Sepfiani et al., (2023). The consistency of these findings suggests that consumer-generated content has become one of the most influential sources of information in digital marketing, particularly for skincare products where consumers actively seek product reviews before making purchasing decisions. Brand image has a positive and significant effect. By utilizing the advantages of brand associations, the strength of brand associations, and the uniqueness of brand associations in shaping perceptions so that they can influence consumers in making purchasing decisions. In accordance with research Suhardi et al., (2024), Nurvita & Saputro, (2024), Katerina et al., (2023) and Maharani & Achmad, (2024). This finding highlights the strategic importance of brand-building activities in digital marketing environments. And lastly, product quality has a positive and significant effect. By taking advantage of the stability of the long-lasting product, permoance, and type of features so that it can influence a person to make a purchase decision. In accordance with research Suhardi et al., (2024), Arda & Andriany, (2023), Azizah, S., & Setiaji, K., (2025) and Malakiano & Susila, (2025). The consistency of these findings reinforces the argument that product quality remains one of the fundamental determinants of consumer purchasing behavior, particularly in industries where product performance is closely associated with consumer satisfaction and perceived value.

4. CONCLUSION

The results of this study indicate that influencer marketing, electronic word of mouth, brand image and product quality found a positive and significant influence on the purchase decision of consumers of skin care products in Purwokerto on TikTok users. In this study, brand image was the variable with the greatest influence on purchasing decisions. The findings indicate the importance of brand image consistency in Skintific communication on TikTok. The results of this study are expected to enrich the study of digital marketing, especially in the skincare industry as a reference in making efficient strategies.

Based on the results of the analysis of the determination coefficient, it shows that of all the variables studied, it is only able to explain the influence of the purchase decision of 64.3%, even though the result is relatively large, but there are still 35.7% influenced by other variable factors that can improve the result. The findings in this study cannot be interpreted causally and the generalization is limited to the characteristics of the sample. Therefore, for future research, it is expected to use probability sampling methods, longitudinal or experimental designs, test other variables relevant to the consumer behavior research of skin care products, to strengthen their influence on purchasing decisions such as consumer trust, perceived value, or brand loyalty and compare different social media platforms.

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