

Impact of TikTok Marketing and Brand Awareness on Consumer Purchase Intention for Skinflair Product

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Abstract

Introduction/Main Objectives: This study aims to analyze the impact of TikTok digital marketing and brand awareness on consumer purchase intention for Skinflair products, a local Indonesian beauty brand actively utilizing social media as its primary marketing platform.

Background Problems: The rapid digitalization of the beauty industry has shifted marketing strategies from conventional to digital approaches, particularly through TikTok, which enables brands to reach wider audiences using short videos and interactive live streaming features. However, limited research has empirically examined how TikTok marketing and brand awareness influence purchasing decisions for local beauty brands such as Skinflair.

Novelty: This research highlights the relationship between TikTok digital marketing and brand awareness in the context of Indonesian local beauty brands. Unlike previous studies, this study focuses on how interactivity, information, and originality of TikTok content, along with consumer recognition of the brand, drive purchase intention toward Skinflair.

Research Methods: This study employs a quantitative approach with a causal associative method. Data were collected through online questionnaires distributed to 100 TikTok users who have purchased Skinflair products. Data analysis includes validity and reliability testing, classical assumption testing, t-tests, and coefficient of determination (R^2) using SPSS.

Finding/Results: The results indicate that TikTok digital marketing has a positive and significant effect on consumer purchase decisions ($p < 0.01$). Brand awareness also shows a positive and significant effect ($p < 0.001$). Together, both variables explain 44.6% of the variance in consumer purchase intention for Skinflair products.

Conclusion: TikTok digital marketing and brand awareness play crucial roles in influencing consumer purchase decisions. Promotional strategies through interactive video content and live streaming on TikTok effectively enhance brand recognition and strengthen purchase intention toward local beauty products such as Skinflair.

Keywords: Tiktok Marketing, Brand Awareness, Purchase Intention



Introduction

The beauty industry in Indonesia has shown consistent growth in line with the increasing public awareness of the importance of selfcare and personal appearance. Nationally, (Kementerian Perindustrian, 2023), reported that the cosmetics sector contributed 1.78% to Indonesia's GDP, with most business players coming from local brands that are now becoming increasingly competitive with foreign products.

One of the main driving factors behind the development of this industry is the trend of digitalization. Social media platforms such as TikTok and Instagram have become the primary tools for brands to expand market reach and build interactions with consumers. This change marks a significant shift from traditional marketing strategies toward digital-based marketing that is more interactive and personalized.

Digital marketing is a modern form of promotion that utilizes digital technology and the internet to expand business reach and build closer relationships with consumers. The government, (Kementerian Komunikasi dan Informatika, 2023), also emphasized that digital marketing has become one of the main drivers of national digital economic growth. Based on an analysis of the Loreca brand (Asnan et al., 2024), also showed that digital marketing particularly through influencers and brand communities plays an important role in increasing brand awareness in Indonesia's beauty industry.

In the context of digital marketing, brand awareness becomes an essential element as it determines how well a brand is recognized in the minds of consumers. (Kementerian Pariwisata dan Ekonomi Kreatif, 2022), increasing brand awareness through social media platforms such as Instagram, YouTube, and especially TikTok, has successfully attracted many brands due to its ability to create direct interaction between sellers and consumers through short video content and interactive live streaming features. These interactions significantly contribute to strengthening the position of local brands in both domestic and global markets.

(Chen, 2024), stated that the rapid development of internet technology and social media has significantly transformed the way e-commerce operates, with one of the greatest innovations being the emergence of live streaming sales. However, security policies and privacy protection have been proven to affect consumers' sense of safety, as shown by the findings of (Putri et al., 2023). Overall, their study emphasized that trust and a sense of security are crucial factors in driving purchase decisions on social platforms such as TikTok Shop. (Az Zahra et al., 2023), through a survey of TikTok users in Indonesia, found that seven main aspects interactivity, informativeness, entertainment, relevance, visibility, professionalism, and originality influence the level of user trust. This trust subsequently drives consumers' intention to continue shopping through short form video reviews and live streaming sessions.

In addition to live streaming, innovative video review formats also play a crucial role. (Melgarejo et al., 2025), stated that TikTok has a major influence on modern marketing strategies. Based on a systematic review of various studies conducted between 2021 and 2024, it was found that this platform contributes positively to strengthening promotional strategies and understanding consumer behavior trends, allowing companies to create more targeted and relevant marketing approaches aligned with market needs. In addition to live streaming, innovative video review formats also play a crucial role. (McKinsey & Company, 2022), around 67% of global beauty consumers seek information and conduct research through social media before deciding to purchase a product. This strategy helps both large companies and small to medium enterprises successfully reach consumer purchase intentions. Purchase intention refers to an individual's tendency to buy a product after evaluating information, experiences, and perceptions toward the

brand. Purchase intention arises when consumers feel that a product meets their needs, provides added value, and is trusted to deliver expected benefits.

This growing awareness has resulted in significant expansion and business opportunities within the beauty industry. As competition among local cosmetic brands in Indonesia becomes increasingly intense, products like Skinflair, which was established in 2020, need to formulate strong and innovative strategies to survive and stand out in this highly competitive market. In this context, Skinflair, as a local Indonesian brand, positions itself as an affordable skincare product for consumers ranging from students to adults. Therefore, the selection of variables in this study TikTok digital marketing and brand awareness was based on their strategic relevance in influencing consumer purchase decisions and sales performance of Skinflair products. By considering these two main variables, this research aims to analyze “the impact of TikTok digital marketing and brand awareness on consumer purchase” decisions for Skinflair products on the TikTok platform. This study holds not only academic relevance but also practical significance, as its findings can serve as a foundation for strategic decision making within companies in designing more effective, consumer-oriented marketing policies. This study holds not only academic relevance but also practical significance, as its findings can serve as a foundation for strategic decision making within companies in designing more effective, consumer-oriented marketing policies.

Based on the background described above, the research questions are as follows:

1. Does digital marketing have a significant influence on consumer purchase decisions for Skinflair on TikTok?
2. Does brand awareness have a significant influence on consumer purchase decisions for Skinflair on TikTok?

The objectives of this study are:

1. To analyze the influence of digital marketing on consumer purchase decisions for Skinflair on TikTok.
2. To analyze the influence of brand awareness on consumer purchase decisions for Skinflair on TikTok.

This study aims to enrich the literature in the field of marketing science, particularly regarding consumer behavior in the cosmetics industry. By examining the influence of digital marketing and brand awareness on purchase decisions, this research can serve as an academic reference for students, lecturers, and researchers interested in similar topics.

For the company (Skinflair), this study is expected to provide strategic input in designing marketing policies, particularly in maintaining product quality and setting pricing strategies that align with consumer perceptions. For consumers, this study offers a better understanding of the factors influencing purchase decisions, enabling them to be more critical and rational when evaluating cosmetic products.

Furthermore, this study also provides an opportunity for researchers to broaden their academic insights, apply methodological skills, and produce scientific work that is relevant to the needs of the industry and society.

Research Methods

The object of this research is the Skinflair product, a local Indonesian beauty brand that focuses on skincare. The selection of Skinflair as the research object is based on several considerations:

1. Skinflair actively promotes and sells its products through the TikTok platform, both in the form of short video content and live streaming, making it relevant to study within the context of TikTok marketing.
2. The brand is growing and developing brand awareness through digital marketing strategies, making it suitable for examining the relationship between brand awareness and purchase intention.
3. Skinflair targets teenagers and adults, who also represent the largest group of TikTok users, making it appropriate for observing consumer behavior and purchase intentions.

The subjects of this research are consumers who have previously purchased Skinflair products online, either through e-commerce platforms or the brand's social media channels, particularly TikTok. This study employs a quantitative approach with a causal-associative research design. The quantitative approach is used because it allows for objective measurement of relationships between variables through numerical data and statistical analysis. The causal-associative design aims to determine the influence between two independent variables TikTok digital marketing and brand awareness on a dependent variable, namely consumer purchase decision.

The first independent variable is TikTok digital marketing, which refers to a modern form of marketing that utilizes digital technology on social media to expand business reach and build closer relationships with consumers. The study by (Az Zahra et al., 2023), through a survey of TikTok users in Indonesia showed that seven main aspects interactivity, informativeness, entertainment, relevance, visibility, professionalism, and originality affect users' level of trust. Therefore, in this study, TikTok marketing is measured using three main indicators: interactivity, informativeness, and originality. These indicators are selected because they are highly relevant to consumer perceptions of beauty products such as Skinflair.

The second independent variable is brand awareness, which serves as an important element in determining how well a brand is recognized by consumers. (Kementerian Pariwisata dan Ekonomi Kreatif, 2022), increasing brand awareness through social media, particularly TikTok, has attracted significant attention from many brands due to its ability to create direct interaction between sellers and consumers through short video content and interactive live streaming features. These interactions play a major role in strengthening the position of local brands in both domestic and global markets. In this study, brand awareness is measured through four indicators: knowing, seeing or hearing, and recognizing the Skinflair brand.

Meanwhile, the dependent variable in this study is consumer purchase decision, which refers to an individual's tendency to buy a product after evaluating information, experiences, and brand perceptions. (McKinsey & Company, 2022), around 67% of global beauty consumers seek information and conduct research through social media before deciding to purchase a product. In this study, purchase decision is measured through three indicators: intention to repurchase, recommendation to others, and satisfaction with the purchasing process. These indicators are chosen because they reflect the intensity and quality of consumers' relationships with the purchased product.

By using these indicators, this study aims to empirically test how digital marketing and brand awareness influence consumer purchase decisions for Skinflair products. The population in this study includes all potential Skinflair consumers who have purchased the product either through live streaming or e-commerce platforms. Since the total population is unknown, the number of samples was determined using the Lemeshow formula, which is appropriate for undefined population conditions. The Lemeshow formula (1997) for determining the minimum sample size was applied using a 95% confidence level ($Z = 1.96$), an estimated prevalence of 50% ($P = 0.5$), a margin of error of 10% ($d = 0.10$), and $Q = 1 - P$. In this study, 100 respondents were successfully collected to complete the questionnaire, and all responses were considered valid and usable for data analysis.

The sampling technique used in this study was simple random sampling, which is a method of selecting samples randomly from the population that meets specific criteria. The criteria for respondents in this study were as follows:

1. Have previously purchased Skinflair products.
2. Are active users of the social media platform TikTok.
3. Are willing to complete the questionnaire honestly and thoroughly.

Data were collected using a questionnaire, which was designed based on the indicators of each variable. The questionnaire was divided into three main sections:

1. Questions related to TikTok digital marketing (interactivity, informativeness, and originality).
2. Questions related to brand awareness (knowing, seeing or hearing, and recognizing the brand).
3. Questions related to purchase decisions (intention to repurchase, recommendation, and satisfaction with the purchasing process).

Each statement was measured using a 5 points Likert scale, categorized as follows:

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neutral
- 4 = Agree
- 5 = Strongly Agree

Table 1. Measurement Techniques and Operational Definitions of Variables

Number	Variable	Indicator	Scale
1	TikTok Marketing (X_1)	Interaction, information, originality	Likert 1-5
2	Brand Awareness (X_2)	Know, see or hear, recognize the brand	Likert 1-5
3	Purchase Intention (Y)	Repurchase intention, purchase recommendation, and satisfaction with the purchase process	Likert 1-5

Source: Author's Work, 2025.

The data obtained from the questionnaires were analyzed through the following stages:

1. Validity and Reliability Tests
To ensure that the research instrument measures accurately and consistently. Validity was tested using Pearson's correlation, while reliability was tested using Cronbach's Alpha.
2. Descriptive Analysis
To describe the characteristics of respondents and the distribution of responses.
3. Classical Assumption Tests
Including tests for normality, multicollinearity, and heteroscedasticity as prerequisites for multiple linear regression analysis.
4. t-Test
The t-test was conducted to determine the partial effect of each independent variable.
5. Coefficient of Determination (R^2)
To measure how much the independent variables contribute to the dependent variable.

All data analyses were performed using the SPSS software, which allows for accurate and efficient data processing. This research was conducted in November 2025, with the expectation that the results would provide practical contributions to Skinflair's marketing strategy and enrich academic literature in the field of consumer behavior.

Result

First, the respondents were given a series of questions in the form of a Google Form questionnaire related to the variables studied, namely TikTok digital marketing, brand awareness, and consumer purchase decisions. This study involved 100 respondents who are Skinflair consumers in Indonesia. Based on the demographic data:

Table 2. Respondent Data

Number	Category	Description	Percentage
1	Gender	Female	93%
		Male	7%
2	Domicile	Jabodetabek	31%
		Central Java	18%
		West Java	17%
		East Java	16%
		Sumatra	6%
		Kalimantan	6%
		Sulawesi	2%
		Bali and Nusa Tenggara	2%
		Maluku	1%
		Papua	1%
3	TikTok Usage Duration per Day	2-4 hours	46,5%
		1-2 hours	31,3%
		>4 hours	15,2%
		<1 hours	7,1%

Source: Author's Work, 2025.

The data show that the majority of Skinflair consumers are female, accounting for 93%, while male consumers represent only 7%. This indicates that Skinflair products primarily attract and are used by women, aligning with the main target market of the beauty industry.

In terms of domicile, most respondents are from Jabodetabek (31%), followed by Central Java (18%), West Java (17%), and East Java (16%). Meanwhile, a smaller proportion of respondents come from other regions, including Sumatra (6%), Kalimantan (6%), Sulawesi (2%), Bali and Nusa Tenggara (2%), as well as Maluku and Papua (1% each). These findings suggest that Skinflair has a fairly wide consumer reach across various regions in Indonesia, although its user base remains concentrated on the island of Java, particularly in urban areas such as Jabodetabek.

Regarding TikTok usage intensity, the majority of respondents (46.5%) use the application for 2–4 hours per day, followed by 31.3% who use it for 1–2 hours per day, 15.2% for more than 4 hours, and 7.1% for less than 1 hour per day. These findings indicate that most respondents are active TikTok users, making the platform a relevant and effective marketing channel for Skinflair's digital marketing strategy.

The following is the data analysis obtained from the questionnaire:

Table 3. Validity Test

		Correlations														
		X1.1	X1.2	X1.3	X1.4	X1_TOTAL	X2.1	X2.2	X2.3	X2.4	X2_TOTAL	Y1	Y2	Y3	Y4	Y_TOTAL
X1.1	Pearson Correlation	1	.486***	.410***	.373***	.775***	.438***	.360***	.189	.392***	.501***	.455***	.444***	.420***	.485***	.556***
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001	.060	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.2	Pearson Correlation	.486***	1	.476***	.382***	.804***	.338***	.282***	.339***	.453***	.500***	.437***	.331***	.474***	.386***	.502***
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	.004	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.3	Pearson Correlation	.410***	.476***	1	.176	.686***	.248*	.166	.156	.258**	.298**	.314**	.309**	.425***	.353***	.434***
	Sig. (2-tailed)	<.001	<.001		.079	<.001	.013	.099	.122	.010	.003	.001	.002	<.001	<.001	<.001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1.4	Pearson Correlation	.373***	.382***	.176	1	.667***	.225*	.120	.178	.439***	.344***	.291***	.252*	.240*	.194	.297**
	Sig. (2-tailed)	<.001	<.001	.079		<.001	.024	.234	.077	<.001	<.001	.003	.011	.016	.053	.003
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X1_TOTAL	Pearson Correlation	.775***	.804***	.686***	.667***	1	.427***	.318**	.296**	.529***	.563***	.511***	.455***	.530***	.483***	.609***
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	.001	.003	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.1	Pearson Correlation	.438***	.338***	.248*	.427***	1	.509***	.242*	.247*	.746***	.449***	.259**	.343***	.359***	.435***	.435***
	Sig. (2-tailed)	<.001	<.001	.013	.024	<.001		<.001	.015	.013	<.001	<.001	.009	<.001	<.001	<.001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.2	Pearson Correlation	.360***	.282**	.166	.120	.318**	.509***	1	.375***	.228*	.749***	.310**	.326***	.290**	.325***	.384***
	Sig. (2-tailed)	<.001	.004	.099	.234	.001	<.001		<.001	.023	<.001	.002	<.001	.003	<.001	<.001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.3	Pearson Correlation	.189	.339***	.156	.178	.296**	.242*	.375***	1	.401***	.670***	.327***	.136	.294**	.256*	.314**
	Sig. (2-tailed)	.060	<.001	.122	.077	.003	.015	<.001		<.001	<.001	<.001	.177	.003	.010	.001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2.4	Pearson Correlation	.392***	.453***	.258**	.439***	.529***	.247*	.228*	.401***	1	.657***	.298**	.391***	.319**	.473***	.461***
	Sig. (2-tailed)	<.001	<.001	.010	<.001	<.001	.013	.023	<.001		<.001	.003	<.001	.001	<.001	<.001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2_TOTAL	Pearson Correlation	.501***	.500***	.298**	.344***	.563***	.746***	.749***	.670***	.657***	1	.496***	.399***	.443***	.505***	.569***
	Sig. (2-tailed)	<.001	<.001	.003	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Y1	Pearson Correlation	.455***	.437***	.314**	.291**	.511***	.449***	.310**	.327***	.298**	.496***	1	.586***	.491***	.486***	.772***
	Sig. (2-tailed)	<.001	<.001	.001	.003	<.001	<.001	.002	<.001	.003	<.001		<.001	<.001	<.001	<.001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Y2	Pearson Correlation	.444***	.331***	.309**	.252*	.455***	.259**	.326***	.136	.391***	.399***	.586***	1	.520***	.625***	.828***
	Sig. (2-tailed)	<.001	<.001	.002	.011	<.001	.009	<.001	.177	<.001	<.001	<.001		<.001	<.001	<.001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Y3	Pearson Correlation	.420***	.474***	.425***	.240*	.530***	.343***	.290**	.294**	.319**	.443***	.491***	.520***	1	.569***	.803***
	Sig. (2-tailed)	<.001	<.001	<.001	.016	<.001	<.001	.003	.003	.001	<.001	<.001	<.001		<.001	<.001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Y4	Pearson Correlation	.485***	.386***	.353***	.194	.483***	.359***	.325***	.256*	.473***	.505***	.486***	.625***	.569***	1	.844***
	Sig. (2-tailed)	<.001	<.001	<.001	.053	<.001	<.001	<.001	.010	<.001	<.001	<.001	<.001	<.001		<.001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Y_TOTAL	Pearson Correlation	.556***	.502***	.434***	.297**	.609***	.435***	.384***	.314**	.461***	.569***	.772***	.828***	.803***	.844***	1
	Sig. (2-tailed)	<.001	<.001	<.001	.003	<.001	<.001	<.001	.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

***, Correlation at 0.001(2-tailed)

**, Correlation is significant at the 0.01 level (2-tailed).

*, Correlation is significant at the 0.05 level (2-tailed).

Source: Processed data using IBM SPSS Statistics 26 (2025).

The validity test aims to determine whether each statement item in the questionnaire accurately measures the intended construct or variable. In quantitative research, validity is tested using Pearson's correlation between each item and the total score of its respective variable. The validity criteria state that if the correlation value (r) > 0.3 and Sig. (2-tailed) < 0.05 , then the item is considered valid (Ghozali, 2016).

Based on the results of the Pearson correlation analysis of 100 respondents, it was found that all items in variable X1 (TikTok Digital Marketing), X2 (Brand Awareness), and Y (Consumer Purchase Decision) have correlation values above 0.3 and are significant at the 0.001 level. This indicates that all items are declared valid. The correlation between variables shows a positive and significant relationship, with a correlation value of 0.609 between X1_TOTAL and Y_TOTAL, and 0.569 between X2_TOTAL and Y_TOTAL. Thus, it can be concluded that the higher the value of X1 (TikTok Digital Marketing) and X2 (Brand Awareness), the higher the value of Y (Consumer Purchase Intention). The high correlations among indicators within each variable also demonstrate good internal consistency, indicating that the variable constructs were measured reliably.

Table 4. Reliability Test

Reliability	Reliability	Reliability																																				
Scale: ALL VARIABLES	Scale: ALL VARIABLES	Scale: ALL VARIABLES																																				
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Variable X1. TikTok Digital Marketing	Variable X2. Brand Awareness	Variable Y. Consumer Purchase Intention																																				

Source: Processed data using IBM SPSS Statistics 26 (2025).

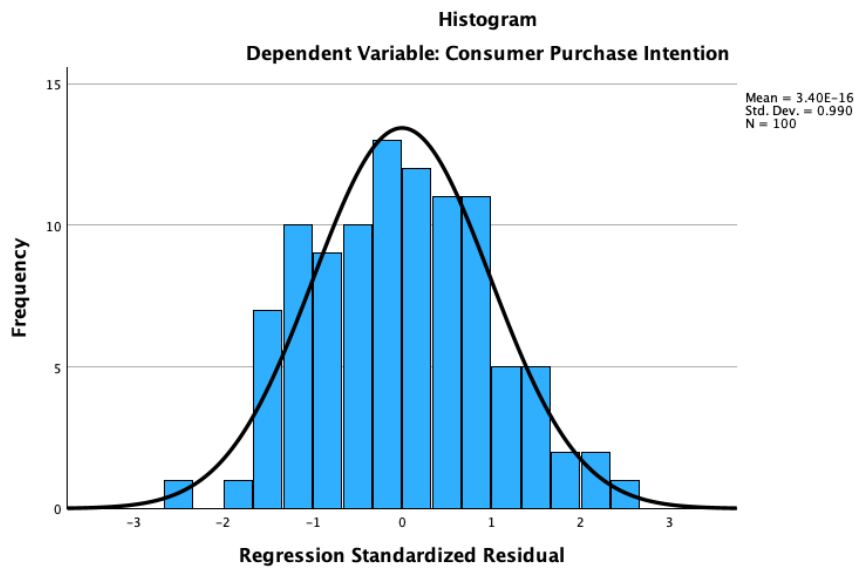
According to (Nunnally, 1978) and (Ghozali, 2018), a Cronbach's Alpha value greater than 0.60 is considered to indicate acceptable reliability for research with an exploratory or social nature.

Based on the results of the reliability test using Cronbach's Alpha on 100 respondents, the alpha values obtained were 0.715 for variable X1, 0.661 for variable X2, and 0.824 for variable Y. Since all Cronbach's Alpha values are greater than 0.6, it can be concluded that all variables demonstrate good reliability.

Table 5. Descriptive Analysis

X1 Indicator						X2 Indicator					
Descriptive Statistics						Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation		N	Minimum	Maximum	Mean	Std. Deviation
X1.1	100	2.00	5.00	3.7800	.77303	X2.1	100	2.00	5.00	4.0000	.86457
X1.2	100	1.00	5.00	3.6600	.79417	X2.2	100	2.00	5.00	3.9200	.73416
X1.3	100	2.00	5.00	3.6900	.70632	X2.3	100	2.00	5.00	3.6400	.62797
X1.4	100	2.00	5.00	3.6000	.77850	X2.4	100	2.00	5.00	3.4400	.75639
Valid N (listwise)	100					Valid N (listwise)	100				

Source: Processed data using IBM SPSS Statistics 26 (2025).

Figure 1. Classical Assumption Test

Source: Processed data using IBM SPSS Statistics 26 (2025).

The classical assumption test was conducted to ensure that the linear regression model meets the basic statistical requirements (normality, no multicollinearity, and no heteroscedasticity). If all assumptions are met, the regression results can be considered valid and reliable.

Based on the results of the normality test using the Standardized Residual Histogram, it can be seen that the residual data form a pattern resembling a bell-shaped curve and are symmetrically distributed around the zero value. The mean value is close to 0 and the standard deviation is close to 1, indicating that the residual data are normally distributed and the normality assumption is fulfilled.

Table 6. Multicollinearity Test

Coefficients ^a							
Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance VIF
1	(Constant)	4.892	1.254		3.901	<.001	
	Marketing Digital TikTok	.401	.087	.423	4.627	<.001	.683 1.464
	Brand Awareness	.333	.092	.331	3.626	<.001	.683 1.464

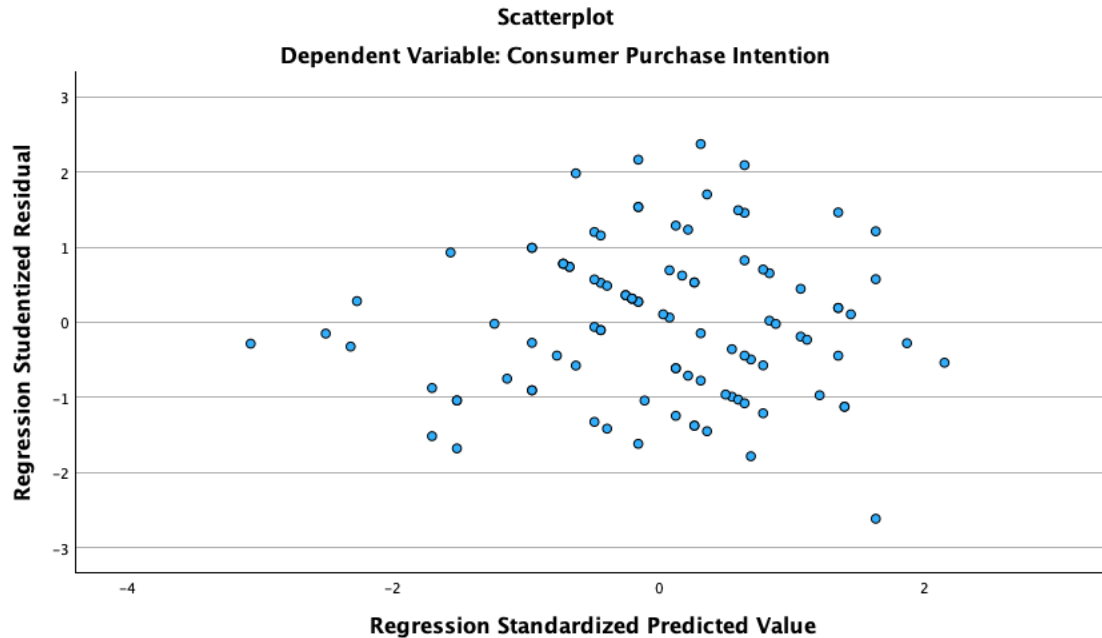
a. Dependent Variable: Consumer Purchase Intention

Source: Processed data using IBM SPSS Statistics 26 (2025).

Based on the Tolerance and VIF values, there are no indications of multicollinearity in this regression model. This means that the variables TikTok Digital Marketing and Brand Awareness do not excessively influence each other and can both be used simultaneously in the regression model. The Tolerance value for both variables is 0,683 ($> 0,10$), while the VIF value for both variables is 1,464 (< 10). Based on the Tolerance and VIF values, there are no indications of multicollinearity in this regression model. This means that the variables TikTok Digital Marketing and Brand Awareness do not excessively influence each other and can both be used

simultaneously in the regression model. The Tolerance value for both variables is 0,683 ($> 0,10$), while the VIF value for both variables is 1,464 (< 10).

Figure 2. Heteroscedasticity Test



Source: Processed data using IBM SPSS Statistics 26 (2025).

Based on the scatterplot, the residual points are randomly dispersed around the zero line without forming any specific pattern. Therefore, it can be concluded that there is no indication of heteroscedasticity, and the classical assumption of homoscedasticity is fulfilled.

Table 7. Hypothesis Test

		Coefficients ^a							
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics		
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF	
1	(Constant)	4.892	1.254		3.901	<.001			
	Marketing Digital TikTok	.401	.087	.423	4.627	<.001	.683	1.464	
	Brand Awareness	.333	.092	.331	3.626	<.001	.683	1.464	

a. Dependent Variable: Consumer Purchase Intention

Source: Processed data using IBM SPSS Statistics 26 (2025).

Based on the results of the t-test, it was found that the TikTok Digital Marketing variable has a *t-value* of 4,627 with a significance value of $< 0,01$. Since the significance value is less than 0,05, it can be concluded that TikTok Digital Marketing has a significant effect on Purchase Decision. Similarly, the Brand Awareness variable has a *t-value* of 3,626 with a significance value of $< 0,001$. Because the significance value is also less than 0,05, it can be concluded that Brand Awareness has a significant effect on Purchase Decision.

Thus, partially, both the TikTok Digital Marketing and Brand Awareness variables have a significant influence on consumer purchase decisions. Furthermore, since both variables significantly affect purchase decisions individually, it can also be concluded that together, they contribute significantly to consumers' purchasing decisions.

Table 8. Coefficient of Determination (R^2)

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.668 ^a	.446	.435	1.59640

a. Predictors: (Constant), Brand Awareness, Marketing Digital TikTok

b. Dependent Variable: Consumer Purchase Intention

Source: Processed data using IBM SPSS Statistics 26 (2025).

Based on the Model Summary table, the R^2 value of 0.446 indicates that TikTok Digital Marketing and Brand Awareness, when combined, are able to explain 44.6% of the variation in Purchase Decision, while the remaining 56.4% is explained by other factors outside this model.

The correlation coefficient (R) value of 0.668 indicates a strong relationship between the independent variables and the purchase decision.

Discussion

The results of this study show that TikTok digital marketing has a positive and significant influence on consumers' purchase decisions for Skinflair products. This finding indicates that consumers respond favorably to marketing activities conducted through TikTok, suggesting that the platform is an effective channel for stimulating interest and encouraging purchasing behavior. The relationship between TikTok digital marketing and purchase decisions can be explained through its three key indicators: interactivity, informativeness, and originality. Interactivity allows consumers to engage directly with content, creating emotional closeness and fostering trust in the brand. Informativeness provides clear and useful product information, helping consumers feel more confident in making purchase decisions. Meanwhile, originality differentiates Skinflair's content from competitors, creating an authentic impression that enhances consumer attraction. Collectively, these three indicators support consumers' evaluation processes and ultimately lead to stronger purchase intentions.

This finding aligns with previous research by (Chen, 2024) and (Putri et al., 2023), who found that interactive and original TikTok content plays a critical role in shaping consumer trust and purchase behavior. Similarly, the results are consistent with the perspective (Kementerian Komunikasi dan Informatika, 2023), which emphasizes that digital marketing strategies that prioritize interaction and education effectively increase engagement and drive purchase decisions in Indonesia's digital marketplace.

The study also reveals that brand awareness has a positive and significant effect on consumers' purchase decisions for Skinflair products. This suggests that consumers who are familiar with the Skinflair brand through exposure, recognition, or recall are more likely to choose and purchase its products. The logical relationship between brand awareness and purchase

decisions is reflected in its indicators: knowing, seeing or hearing, and recognizing the brand. When consumers frequently encounter the Skinflair brand through social media exposure, they develop stronger familiarity and associations with it. This familiarity reduces perceived risk, enhances trust, and increases the likelihood that consumers will select the brand over unfamiliar alternatives. As a result, higher brand awareness directly contributes to behaviors such as intention to repurchase, willingness to recommend, and overall satisfaction with the purchasing process.

These results are consistent with the research of (Az Zahra et al., 2023), which demonstrates that exposure and visibility on TikTok strengthen consumer trust, leading to higher purchase intention. In addition, this study supports insights from (Kementerian Pariwisata dan Ekonomi Kreatif, 2022), which states that social media platforms especially TikTok are effective tools for enhancing brand awareness due to their high engagement and real-time interaction features.

Conclusion

The results of this study indicate that TikTok digital marketing and brand awareness have a positive effect on consumer purchase decisions for Skinflair products. Marketing strategies on TikTok that emphasize interaction, informativeness, and originality have been proven to attract audience attention and increase purchase intention. Likewise, a high level of brand awareness achieved through consistent efforts to display brand identity and build trust plays an important role in encouraging repeat purchases and generating positive recommendations from consumers. These findings provide practical implications for Skinflair to continue optimizing the use of TikTok as its main digital marketing platform, focusing on authentic and interactive content, as these elements have been proven to contribute to increased sales and customer loyalty.

However, this study has several limitations that may serve as opportunities for future research. This study focuses only on two independent variables TikTok digital marketing and brand awareness while other factors may also influence purchase decisions, such as influencer marketing, price perception, product quality, or consumer trust. In addition, the research sample was limited to Skinflair consumers in Indonesia, so the findings cannot yet be generalized to other beauty brands or regions. Future studies are recommended to expand the research area and include additional variables to provide a more comprehensive understanding of the factors influencing consumer purchase decisions in the digital era.

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