



Influence Of Marketing Influencer , Online Customer Reviews And Product Quality On Purchasing Decisions For Skintific Products On Tiktok Platform

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ABSTRACT

Purpose: This study analyzes the influence of influencer marketing, online customer reviews, and product quality on Skintific's purchasing decisions on TikTok.

Methodology: This study uses a descriptive quantitative design with purposive sampling of 140 respondents. The data were analyzed using SmartPLS through Outer Model Test, Cronbach's Alpha, AVE, Composite Reliability, R^2 , and path coefficient estimation. **Results:** The results show that Marketing through Influencers has a positive effect on Purchase Decisions ($T = 3.210$, $p = 0.001$) and increases consumer trust and buying interest. Online Customer Reviews also have a positive effect on Purchase Decisions ($T = 2.950$, $p = 0.003$). Product Quality has a positive effect on Purchase Decisions ($T = 4.110$, $p = 0.000$). **Findings:** This study shows that influencer marketing, online customer reviews, and product quality positively affect Skintific's purchasing decisions on TikTok, with product quality and customer reviews being the main factors. **Novelty:** This study provides new empirical contributions to TikTok digital marketing, showing the synergy between influencers, customer reviews, and product quality as key factors in purchasing decisions. **Originality:** This research focuses on the influence of these three variables and TikTok's role as a primary marketing platform for Skintific products.

Conclusion: Influencer marketing, online customer reviews, and product quality have a significant positive effect on Skintific purchasing decisions on TikTok. Integrating these three variables can increase trust, loyalty, and sales. **Type of Paper:** Empirical research paper.

INTRODUCTION

The cosmetics industry has been growing very rapidly, especially in Indonesia, indicating changes in individual lifestyles starting with fashion or skincare, which in turn has led to a variety of beauty care products becoming a primary necessity, especially for women (Lestiyani & Purwanto, 2024). Customers may become confused when choosing a beauty clinic due to the many new companies emerging in recent years. Skincare is a series of practices that improve skin health,

enhance appearance, and improve the condition of our facial skin. To prevent the damaging effects of prolonged sun exposure, skincare can help nourish the skin (Hakim et al., 2024). The decision to purchase skincare products in the digital era no longer follows traditional patterns; modern consumers tend to conduct in-depth research before making a purchase, utilizing various sources of information available on TikTok. The phenomenon of the hashtag "TikTok Made Me Buy It" demonstrates how this platform has become a powerful catalyst in driving purchasing decisions, particularly among the younger generation (Darmawan & Handitasari, 2021).

As many as 81% of TikTok users in the Asia-Pacific reported that video content influenced their recent purchases, according to a BCG survey. For example, consumers now have a new way to discover new things on TikTok thanks to the #TikTokMadeMeBuyIt hashtag phenomenon, which gained online popularity during the pandemic. With more than 60 billion views, #TikTokMadeMeBuyIt demonstrates remarkable potential in terms of consumer experience needs that companies can leverage (Bharadwaj et al., 2022).

Currently, many companies offer skincare products with various brands, including Ms Glow, Skintific, The Originote, and Scarlett. Skintific is one beauty brand that attracts the interest of TikTok users. Although Skintific beauty products are made in Canada, the brand was founded in Oslo, Norway, in 1957. The goal of the creators of the Skintific brand is to produce smart and affordable skincare products for everyone. The Canadian company Skintific was founded by Ann-Kristin Stokke and Kristen Tveit. However, the brand operates under the license of PT. May Sun Yvan China, which distributes its products made in China to Indonesia. Although it was established in 1957, this skincare product appeared in Indonesia in August 2021 and, in less than two years, managed to surpass local brands. The reason for the surge in sales of foreign brands in Indonesia is due to their excellent marketing strategy, such as flash sales on TikTok. Frequently appearing on TikTok's For You Page, along with reviews from influencers, and of course because of its affordable price, makes it attractive to buyers. In addition, this China-origin beauty product also seems to get more views on its videos and live streaming with a considerable discount (Dewi, 2024).

Figure 1. Top 5 Facial Care Brands on Indonesian E-commerce with Sales over IDR 10 Billion, April-June 2022



Source: E-Commerce Market Insight Dashboard – Kompas

Based on the data for the second quarter of 2022 (April-June 2022), it can be seen above which skincare or facial care brands were the best-selling and most popular in Indonesia in 2022. According to the data above, there are five local and international brands that had the highest number of purchases on e-commerce platforms, with Skintific successfully securing second place as the best-selling facial care brand on e-commerce. During this period, Skintific recorded total sales of IDR 44.4 billion.

Figure 2. Skintific's Strategy in Winning the Double Date Moment and Achieving the Highest Sales Value, January 2023 - March 2024



Source: E-Commerce Market Insight Dashboard – Compa

Based on the data above, the sales trend of the Skintific brand appears to have declined from April 2023 to October 2023. Sales increases in certain months, such as April, October, and December 2023, indicate a dependence on special occasions or specific promotions, such as double-date events, particularly on 12.12. Although there was some growth in Q1 2023, the brand experienced a sharp decline in January 2024. The decline in Skintific's sales can be attributed to several factors, such as increased competition in the beauty industry, giving consumers more similar product options, thereby reducing Skintific's market share. In addition, marketing strategies that may not align with developments on digital platforms and social media also contribute to the decline in the brand's appeal among young consumers. Based on the data obtained, the right and effective strategy is highly needed to attract consumers, through influencer marketing, online customer reviews, and product quality.

Despite the emergence of regional skincare companies, Skintific is one of the companies that has successfully attracted the interest of Indonesian customers thanks to its strong presence on TikTok. Due to its presence on TikTok, Skintific has experienced a significant increase in sales; the hashtag #Skintific has received over 100 million views on the platform. This demonstrates how TikTok has become a practical tool to convince customers to purchase Skintific products. Popular TikTok content, which ranges from product reviews to before-and-after photos, provides solid social proof and helps consumers in their assessment before making a purchase. While many people find the treatment beneficial, there are also those who do not, according to customer reviews of Skintific skincare products. One Skintific skincare customer admitted that skin problems, including acne, appeared after using the product. Negative issues commonly occur in the beauty industry; for instance, products without BPOM approval force consumers to be cautious when deciding which ones to buy. According to dermatologist Dr. Richard Lee, using harmful cosmetics can cause a number of skin problems. This has a significant impact on buyers' purchasing decisions (Efendi & Aminah, 2023).

Influencer marketing is a marketing strategy that leverages influential individuals on social media to promote products or services. With a large and engaged audience, influencer recommendations can impact purchasing decisions. Their credibility and the engaging content they produce enhance engagement, reach, and brand awareness. This strategy is effective for reaching specific audiences and building strong relationships with consumers (Khan et al., 2023). Social media influencers often showcase things they have personally tried and reviewed before promoting them to their followers (Sokolova & Kefi, 2020). According to (Chairunnisa & Setyorini, 2020), as a beauty influencer, Tasya Farasya is able to convince consumers to buy products by reviewing them in a

confident and persuasive manner. As a result, Tasya Farasya received the Break Out Creator of the Year 2018 award at Beauty Fest Asia. Influencer marketing has become a highly effective marketing strategy in the digital era. According to Statista 2023 analysis, the global influencer marketing market was estimated to be worth USD 16.4 billion in 2022 and is expected to continue growing. Influencer marketing has rapidly developed in Indonesia, with engagement rates ranging from 2.5% to 3.5%, which is significantly higher than the global average.

Online customer reviews (OCRs) are a way for customers to freely and comfortably express their thoughts about various goods and services (Latief & Ayustira, 2020). According to research (Lestari, 2020), it has been proven that customer reviews have an impact on decisions about what to purchase. Customers often reassure themselves that the goods they intend to buy meet their needs and budget before making a purchase. Research (Hariyanto & Trisunarno, 2021) shows that customer reviews are very relevant because they are done voluntarily by customers who have already transacted, and they can influence purchase decisions. Although a large number of reviews can provide information, it does not always guarantee a positive purchasing decision, as there are many other factors that also play a role in the process.

It is explained (Purnama & Rialdy, 2021) that product quality is the ability to achieve the intended purpose, such as longevity, accuracy, reliability, accessibility, operation and maintenance, and other characteristics, known as product quality. One of the elements influencing consumer purchasing decisions is product quality. If the quality of a product is commensurate with its price, consumers are more likely to be willing to pay for it even if it is somewhat expensive. Study findings show that brand ambassadors, price perception, and product quality all significantly affect consumer purchasing decisions (Rangian et al., 2022). According to (Mahfudi et al., 2023), product quality is the type or characteristics of a product or service evaluated based on its capacity to meet explicit or implicit consumer needs, known as product quality.

Previous research has found many factors that influence purchasing decisions. However, one study found that influencer marketing does not have a significant effect on purchasing decisions (Sonie & Primasatria, 2022). There are also previous studies that found that online customer reviews have no effect and are not significant on purchasing decisions (Lestari et al., 2022). The phenomenon above is related to the variables that influence purchasing decisions and the existence of previous research results that are contradictory. Therefore, this study is written to show the Evidence Gap or the gap with previous research. Evidence Gap is the result of new research that contradicts due to inconsistency or differences with the results of previous researchers (Maidah et al., 2022). Based on this, it is necessary to conduct research on the variables of Influencer Marketing, Online Customer Review, and Product Quality on Skintific products on the TikTok platform. This is what drives the researcher to analyze the ongoing phenomenon with the title 'The Effect of Influencer Marketing, Online Customer Review, and Product Quality on the Purchasing Decision of Skintific Products on the TikTok Platform'.

Formal research question: Do Influencer Marketing, Online Customer Reviews, and Product Quality have a positive and significant effect on the Purchase Decision of Skintific products on the TikTok platform?

This study uses a descriptive quantitative approach, with a purposive sampling technique to collect data from 140 respondents who meet certain criteria. Data analysis will be conducted using SmartPLS software to assess the relationship between the variables of Influencer Marketing, Online Customer Reviews, Product Quality, and Purchase Decisions.

Purchase Decision (Y)

Purchase decisions are individual activities that are directly involved in making decisions to purchase products offered by sellers (Wulandari & Mulyanto, 2024). According to (Yano et al., 2023), a purchase decision is an action taken by individuals, groups, and organizations in selecting, acquiring, and using goods, services, ideas, or experiences to satisfy their desires and preferences. Purchase

decisions are behaviors demonstrated by consumers in searching for, giving, using, and evaluating, as well as spending money on products and services that are expected to meet their needs (Santy & Andriani, 2023). The indicators used to measure purchase decisions according to (Arfah, 2022) are:

1. Identifying needs and problems: The purchasing process involves identifying a buyer's problem or opportunity based on the difference between the buyer's desired state and the actual state. Buyers may be motivated by internal or external stimuli.
2. Information search: Customers may not actively seek information relevant to their needs.
3. Evaluation of alternatives: Information gathered from potential customers is used to better understand the various options available to them and how appealing each one is.
4. Purchase decision: Producers need to be aware that customers process information differently, which limits the options available for selection or evaluation when deciding which product to buy.
5. Post-purchase behavior: Buyers will form negative opinions about a brand if the anticipated level of satisfaction is not achieved by the purchased product.

Influencer Marketing (X1)

Influencer marketing highlights changes in modern marketing that prioritize a connection-based approach between influencers and their followers. Influencer marketing is a marketing strategy that involves individuals with strong influence on social media, such as celebrities or content creators, to introduce and recommend products to their audience (Siham et al., 2025). According to (Ponirah, 2020), "Influencer marketing is the most important new approach to marketing in a decade for professionals at the forefront of purchasing decisions. The term Influence can be broadly defined as the power to affect someone, something, or the course of events. Influencers are characterized by their appeal and their ability to inspire their followers on social media to accept the information or brands they promote, making them effective in running brand campaigns (Vyatkina, 2020). According to (Hanief & Oktini, 2024), there are several indicators that support an influencer in influencing their followers, namely:

1. Expertise: refers to the skills possessed by influencers in certain fields, which can affect the audience's intention to engage in electronic word-of-mouth and purchasing decisions.
2. Trustworthiness and credibility: relates to the extent to which the audience trusts the information conveyed by influencers, which is crucial for building strong relationships with followers.
3. Sponsorship disclosure: is the obligation for influencers to disclose their relationships with brands, aimed at protecting consumers from non-transparent advertising.
4. Parasocial relationships: describe the emotional bond formed between influencers and their audience, which can enhance engagement and loyalty.
5. Congruence: refers to the alignment between the values of the influencer and the brand they promote, which can affect the audience's perception of the authenticity and relevance of the message conveyed. All of these indicators are interconnected and contribute to the effectiveness of influencers in influencing consumer behavior in today's digital era.

Online Customer Review (X2)

Online customer review is defined as a form of electronic word of mouth (eWOM) communication in online sales, where prospective buyers obtain information from comments or analyses posted by consumers who have experienced the benefits of the product (Indriyani, 2023). An online customer review is an evaluation or assessment of a product conveyed by customers through online platforms. These reviews usually consist of comments, personal experiences, and customers' opinions about a particular product published online (Pohan, et al., 2024). Online customer reviews (OCR) according to (Stefani et al., 2023) are assessments of products based on consumers' experiences from various aspects. This information provides consumers with the opportunity to evaluate the quality of products they are looking for based on the experiences and reviews shared by

other consumers who have previously purchased products from online sellers. The indicators of online customer reviews according to (Agesti et al., 2021) are:

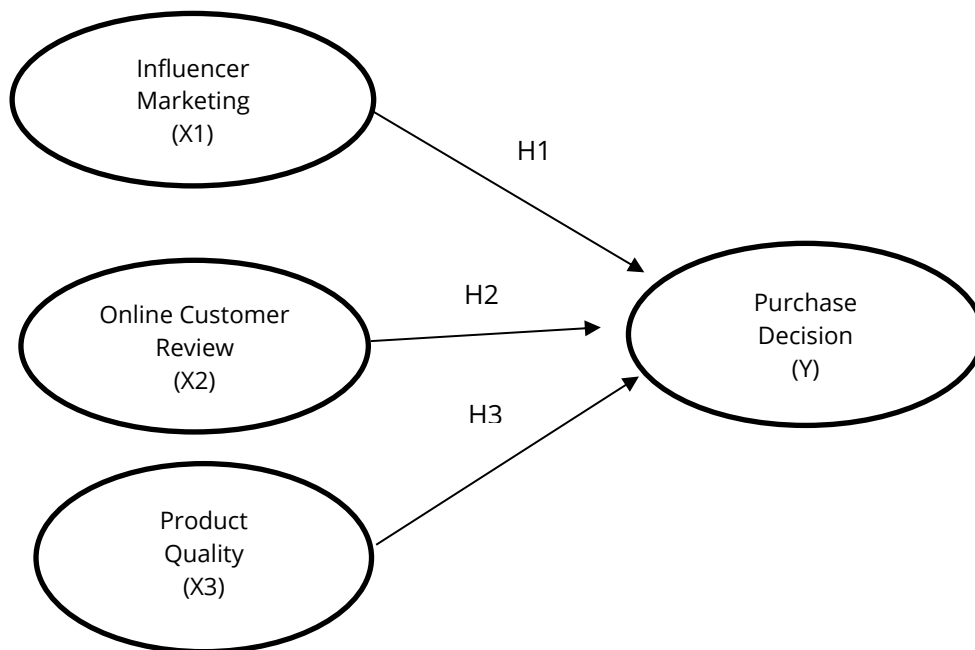
1. Perceived Usefulness: Refers to the extent to which consumers feel that online reviews are helpful and can assist them in making purchasing decisions. This indicator reflects the level of trust and perceived benefits that consumers gain from the information provided in the reviews.
2. Source Credibility: The perspective of potential buyers towards reviewers who are experts in providing product reviews and the trust in the information given.
3. Argument Quality: Argument quality refers to the strength of arguments that are persuasive and integrated into the information conveyed through the message.
4. Volume of Online Reviews: The total number of reviews and testimonials from reviewers. If the reviews provided by buyers are positive and numerous, the product's reputation will be good.
5. Valence of Online Consumer Review: Valence refers to the positive or negative nature of a statement made by buyers. Positive statements usually contain praise, while negative statements contain complaints from buyers.

Product Quality (X3)

Product quality is a dynamic condition related to products, people/workforce, processes and tasks, as well as the environment that meets or exceeds consumer expectations (Rizal, 2022). According to (Alfita et al., 2022), product quality is the conformity of a product to consumer market needs; companies must truly understand what consumers require from a product to be produced and the capability of a product to perform its functions. Product quality is the overall characteristics of goods and services that affect the ability to meet consumer needs and desires. Product quality can be seen from the external characteristics of the product and the core product itself (Rohmah et al., 2023). According to (Kotler et al., 2019), product quality is the overall characteristics and attributes of a product or service in terms of its ability to satisfy stated or implied needs. Consumers will feel satisfied if their evaluation shows that the products they use are of high quality.

The higher the level of quality, the higher the customer satisfaction, leading to higher prices and (often) lower costs. Indicators used in assessing product quality based on (Faradita & Widjajanti, 2023) are as follows:

1. Durability: Indicates how long a product can be used before it breaks down or needs to be replaced. Good durability reflects higher product quality.
2. Reliability: Refers to the ability of a product to function properly without failure over a certain period of time. A reliable product gives consumers assurance that they can depend on its performance.
3. Conformance: This describes the extent to which a product meets established specifications and standards. Conformance is important to ensure that the product operates according to user expectations and needs.
4. Aesthetics: Related to the visual appeal of a product, including design, color, and shape. Aesthetics can influence consumer purchase decisions because visual aspects are often an important consideration.
5. Form: This refers to the physical aspect of a product that includes design and proportions. An attractive form can enhance the product's appeal in the eyes of consumers and contribute to its perceived quality.

Figure 3. Conceptual Framework

Hypothesis

- H1 : Influencer Marketing has a positive effect on the Purchase Decision of Skintific Products on the TikTok Platform.
- H2 : Online Customer Reviews have a positive effect on the Purchase Decision of Skintific Products on the TikTok Platform.
- H3 : Product Quality has a positive effect on the Purchase Decision of Skintific Products on the TikTok Platform.

METHOD

Analysis Method

This study uses a quantitative approach and descriptive methodology. Descriptive quantitative techniques are a methodical scientific way to study phenomena using data theory. The main focus of this research is the examination of numerical data, i.e., numbers which are then analyzed using appropriate statistical techniques (Auliya, 2020). This study was conducted on all Skintific consumers who purchased through the TikTok platform and have made transactions more than three times. A population consists of all elements considered to share one or more characteristics, thus forming a group. Depending on the research topic, researchers determine the characteristics of this group. These can include objects, events, artifacts, or people. In health science research, people are usually referred to as the population (Swarjana, 2022). The population is included in the sample. This statement has two meanings: (1) each unit of the population must have the same probability of being selected as a sample unit, and (2) the sample is considered a miniature of the population or an estimate of the population. To accurately reflect the population, the sample size must be sufficient (Roflin et al, 2021). In this study, the researcher used the determination of representative sample size according to (Joseph & Barry, 2019); ideally, the sample size is equal to or greater than 100 survey items to be analyzed. The number of indicators is multiplied by five to ten. In this study, there are 20 indicators. Therefore, the sample size for this study is:

$$\begin{aligned} N &= \{5 \text{ to } 10 \times \text{number of indicators used}\} \\ &= 7 \times 20 \\ &= 140 \text{ respondents} \end{aligned}$$

In this study, purposive sampling along with non-probability sampling is a sampling technique in which researchers specifically select participants according to predetermined criteria. Not everyone in the population has an equal chance of being chosen as a sample in non-probability sampling. Purposive sampling is a specific type of non-probability sampling where participants are selected based on criteria set by the researcher according to the study's objectives. Although it has limitations in terms of data generalization, the combination of these two approaches is often used to collect detailed information from groups with specific characteristics (Priadana et al., 2021). The criteria for respondents who became the sample are Skintific consumers, aged 15-30 years, and who have made three purchases on the TikTok platform.

The method of data collection for this study was distributing questionnaires to 100 respondents among the general public on TikTok. Respondents were given a questionnaire consisting of questions with weights and ranges used for assessment. The measurement level was on an interval scale, and the Likert scale was used to measure respondents' responses in order to calculate the weighted assessment. The scale 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), and 5 (strongly agree) represents the five Likert scales measured using variable indicators (Kirana et al., 2021). This data analysis technique uses SEM-PLS (Partial Least Squares) analysis with the SmartPLS application. In checking the measurement model (Outer Model), the main process is to perform Convergent Validity. Convergent Validity is measured by looking at the Loading Factor and Average Variance Extracted (AVE) values. Meanwhile, Discriminant Validity is evaluated through Cross Loading, Square Root of Average Variance Extracted (AVE), and correlations between latent constructs. In addition, construct reliability is also assessed using Composite Reliability and Cronbach's Alpha. When testing the Structural Model (Inner Model), what is evaluated is the percentage of variance explained by looking at the R-Square value for endogenous latent constructs. The coefficient of determination (Adjusted R-Square) is used to indicate the extent to which the influencing variables affect the dependent variable (Sekaran & Bougie, 2016).

RESULTS AND DISCUSSION

RESULTS

Descriptive Analysis

Based on the results of questionnaires distributed to Skintific users who made purchases on the TikTok platform, with a total of 140 respondents, among them 119 were female and 21 were male.

Table 1. Respondent Profile

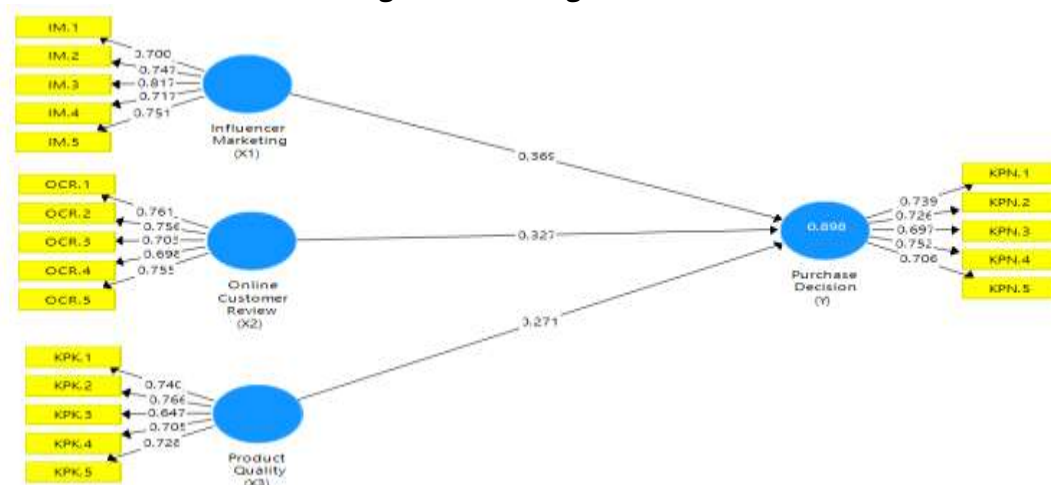
No.	Description	Frequensi	Presentase
1. Gender			
	Female	119	85%
	Male	21	25%
2. Age			
	18-24	85	61%
	25-31	39	28%
	32-38	10	7%
	39-45	6	4%
3. Employment Status			
	Student	110	79%
	Employee	14	10%
	Entrepreneur/Businessperson	6	4%
	Other	10	7%
4. Made a Purchase			
	Once	41	29%
	Occasionally	46	33%
	Frequently (more than 3 times)	24	17%
	Always (long-term)	29	21%

Source: ProcessedData, 2025

Based on Table 1, the respondent data shows a total percentage of 100%, representing 140 respondents. Of this number, 85% are female respondents, while 15% are male respondents. According to age data, 61% of respondents are in the 18–24 age range, while 28% are 25–31 years old. About 7% of respondents are in the 32–38 age range, and 4% are 39–45 years old. This shows that, on average, Skintific is used more by females. The most common age group using Skintific is 18–24 years, meaning that many teenagers use Skintific products. On average, 53 consumers make purchases more than 3 times or over the long term, indicating that many consumers trust the Skintific brand and are interested in this brand.

Measurement of PLS Model Analysis (Outer Model)

One of the analysis methods used in PLS is the Outer Model (Measurement Model) analysis. The Outer Model analysis is used to assess the validity and reliability in measuring latent variables, where the tests of the Outer Model analysis include convergent validity test, discriminant validity test, and reliability test (Rahadi, 2023).

Convergent Validity**Figure 4. Loading Factor**

Source: Data processed by SmartPls 3.0 (2025)

Where the convergent validity measurement model is based on the correlation between indicator scores and latent variable scores. Convergent validity testing consists of several testing stages, namely Outer Loading and AVE (Rahadi, 2023). The Outer Loading value is considered significant if it is greater than 0.7 for Confirmatory Research (Hadisman, 2021). In Explanatory research, the Loading Factor is acceptable, and a predictor can be considered valid if the Loading Factor value is greater than 0.5 (Hadisman, 2021). The following are the results of the convergent validity test with Outer Loading values that meet the requirements.

Table 2. Outer Loading

	Influencer Marketing (X1)	Online Customer Review (X2)	Product Quality (X3)	Purchase Decision (Y)
IM1	0.700			
IM2	0.747			
IM3	0.817			
IM4	0.717			
IM5	0.751			
OCR1		0.761		
OCR2		0.756		
OCR3		0.703		
OCR4		0.698		
OCR5		0.755		
KPK1			0.740	
KPK2			0.766	
KPK3			0.647	
KPK4			0.705	
KPK5			0.728	
KPN1				0.739
KPN2				0.726
KPN3				0.697
KPN4				0.752
KPN5				0.706

Source: Data processed by SmartPls 3.0, 2025

Based on the table above, it shows that each indicator of Influencer Marketing, Online Customer Review, Product Quality, and Purchase Decision in the outer model has a value greater than 0.6-0.7. Therefore, it is concluded that each indicator is considered valid and feasible for further research.

Table 3. Construct Reliability and Validity

Variable	Average Variance Extracted (AVE)
Influencer Marketing (X1)	0,559
Online Customer Review (X2)	0,541
Product Quality (X3)	0,516
Purchase Decision (Y)	0,525

Source: Data processed by SmartPls 3.0, 2025

Convergent validity is also determined based on the Average Variance Extracted (AVE) value. The Average Variance Extracted (AVE) is considered significant if it has a value greater than 0.5 (Rahadi, 2023). Based on Table 3 above, it shows that the AVE values for each indicator are <0.5. It can be concluded that the values of the Loading Factor and Average Variance Extracted are stated to have met convergent validity.

Discriminant Validity

Discriminant validity testing shows whether a test designed to measure a specific construct does not correlate with tests that measure different constructs. This testing stage is obtained from the results of the Cross Loading values. It is considered significant if the Cross Loading value is greater than 0.5. Cross loading is used to compare the relationship between an indicator and its construct and with other constructs (Rahadi, 2023).

Table 4. Cross Loading

	Influencer Marketing (X1)	Online Customer Review (X2)	Product Quality (X3)	Purchase Decision (Y)
IM1	0,700	0,689	0,666	0,617
IM2	0,747	0,703	0,701	0,709
IM3	0,817	0,779	0,767	0,772
IM4	0,717	0,680	0,689	0,703
IM5	0,751	0,697	0,692	0,678
OCR1	0,701	0,761	0,680	0,683
OCR2	0,714	0,756	0,701	0,674
OCR3	0,698	0,703	0,684	0,724
OCR4	0,696	0,698	0,656	0,650
OCR5	0,681	0,755	0,708	0,680
KPK1	0,702	0,654	0,740	0,639
KPK2	0,691	0,661	0,766	0,711
KPK3	0,664	0,680	0,647	0,604
KPK4	0,684	0,665	0,705	0,713
KPK5	0,640	0,698	0,728	0,635
KPN1	0,637	0,660	0,644	0,739
KPN2	0,694	0,649	0,635	0,726
KPN3	0,642	0,651	0,689	0,697
KPN4	0,745	0,712	0,713	0,752
KPN5	0,658	0,692	0,659	0,706

Source: Data processed by SmartPls 3.0, 2025

Based on the Cross Loading values, it shows that the bolded values meet the Discriminant Validity because they have higher Cross Loading values within the variables they form and not in other variables. The table above shows that the Cross Loading of each indicator has a value greater than 0.5. Thus, all indicators in each variable in this study have met Discriminant Validity.

Reliability Test

Reliability Test to measure a questionnaire which is an indicator of a variable or construct (Rahadi, 2023). This test is conducted to prove the consistency and accuracy of the instrument in measuring the construct. A construct is considered reliable if the Cronbach Alpha and Composite Reliability values are greater than 0.7 (Rahadi, 2023). In Table 5, it can be seen that the values of the variables Influencer Marketing, Online Customer Review, Product Quality, and Purchase Decision have Composite Reliability, Rho_A, and Cronbach Alpha values >0.7, so it can be concluded that Influencer Marketing, Online Customer Review, Product Quality, and Purchase Decision have reliable latent variables.

Table 5. Construct Reliability and Validity

Variable	Cronbach Alpha	Rho_A	Composite Reliability
Influencer Marketing (X1)	0,802	0.806	0,863
Online Customer Review (X2)	0,787	0.787	0,855
Product Quality (X3)	0,765	0.767	0,842
Purchase Decision (Y)	0,774	0.775	0,847

Source: Data processed by SmartPls 3.0, 2025

Structural Model Analysis (Inner Model)

The measurement model in the Inner Model is a structural model used to measure the causal relationships among latent variables. By using the Bootstrapping stage, the T-statistic value is calculated to test the existence of relationships between variables. The structural model (Inner Model) depicts the strength of the estimates among latent variables and constructs.

R-Square Test

R square is used to see whether there is significance between variables or constructs. There are three criteria for R square: a value of 0.67 is considered strong, 0.33 is considered moderate, and 0.19 is considered weak (Hair at al., 2022)

Table 6. R-Square Test

Variable	R-Square	R-Square Adjusted
Purchase Decision (Y)	0.898	0.896

Source: Data processed by SmartPls 3.0, 2025

According to Table 6, the R-Square value is shown to be 89.6%. This means that the independent variables, including Influencer Marketing, Online Customer Reviews, and Product Quality, can explain 89.6% of the dependent variable, which is Purchase Decision. Meanwhile, the remaining 10.4% of the influence is explained by various other variables not covered in this study.

Path Coefficient Test

Hypothesis Testing or Path Coefficient is used to see the extent to which one variable influences another. This test is measured through the Original Sample, T Statistic, and P Values. The Original Sample value is accepted if it is positive. The T statistic value is acceptable if the T statistic > t table value (1.96). The P Values are acceptable if <0.05 (Rahadi, 2023). The results of the Path Coefficient analysis obtained from bootstrapping can be seen in Table 7.

Tabel 7. Path Coefficient

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Influencer Marketing (X1)-> Purchase Decision (Y)	0.369	0.357	0.136	2.710	0.007
Online Customer Review (X2)-> Purchase Decision (Y)	0.327	0.337	0.116	2.816	0.005
Kualitas Produk (X3)-> Purchase Decision (Y)	0.271	0.274	0.102	2.667	0.008

Source: Data processed by SmartPls 3.0, 2025

Based on Table 7, which is the path coefficient, it can be seen that the variable Influencer Marketing (X1) on the variable Purchase Decision (Y) is accepted because the value of the parameter coefficient is 0.369 and the T-statistic value is greater than the T-table value (1.96), which is 2.710, and the P-value is < 0.5 , which is 0.007. It can be stated that Influencer Marketing has a positive and significant effect on Purchase Decisions. Online Customer Review (X2) on the Purchase Decision variable (Y) can be accepted because the value of the parameter coefficient is 0.327 with a T-statistic value greater than the T-table value (1.96), which is 2.816, and the P-Value is less than 0.5, which is 0.005. Thus, it can be said that Online Customer Reviews have a positive and significant impact on Purchase Decisions. The Product Quality Variable (X3) on Purchase Decision (Y) is acceptable because the value of the parameter coefficient is 0.271 with a T-statistic value greater than the T-table value (1.96), which is 2.667, and the P-Value is < 0.5 , which is 0.008. Thus, it can be said that Product Quality has a positive and significant effect on Purchase Decisions.

DISCUSSION

Effect of Influencer Marketing on Purchasing Decisions

The analysis results show that influencer marketing has a positive and significant effect on Skintific's purchasing decisions on TikTok. Skintific collaborates with beauty influencers and credible content creators in the skincare field, which effectively influences consumers' purchasing decisions. Consumers are more interested in buying from TikTok Shop after seeing recommendations from their favorite influencers. Through influencers with a large fanbase and high engagement, Skintific is able to attract new customers, increase brand awareness, and build trust through educational content such as tutorials, product reviews, and personal testimonials.

The credibility and expertise of influencers in beauty and skincare provide significant added value. Direct interactions through live streaming, comments, and Q&A sessions create an emotional connection that encourages followers to follow their recommendations. Influencer marketing has become a strategic factor that leverages the power of digital word-of-mouth and social proof on social media. The results of this study are supported by previous research which stated that influencer marketing has a significant positive effect on purchasing decisions. Influencers play an important role in marketing products, as their followers are more likely to buy products recommended based on their positive experiences with those products. An influencer can also reach potential markets and build trust on social media (Lestiyani & Purwanto, 2024). This is supported by previous research that stated influencer marketing has a significant positive effect on purchasing decisions (Septiani &

Harsoyo, 2025). Other research also states that influencer marketing has a significant positive effect on purchasing decisions (Anggraini et al., 2025). Further research also states that influencer marketing has a positive and significant influence on purchasing decisions (Hanief & Oktini, 2024).

Effect of Online Customer Review on Purchasing Decisions

The analysis results show that online customer reviews have a positive and significant impact on Skintific's purchase decisions on TikTok. Testimonials and reviews from users who have directly experienced the product's benefits effectively influence other consumers. Consumers are more inclined to buy on TikTok Shop after reading positive reviews. Skintific encourages users to share their experiences through video content. Positive reviews with high ratings and detailed comments provide legitimacy and trust for potential customers. Before-and-after videos from real users offer convincing social proof of the product's effectiveness.

Testimonials from various skin types and conditions help consumers find the ideal solution with confidence. Honest and objective reviews provide additional information beyond the official description. Interactions in the comment section address consumers' doubts directly. Online customer reviews have become an important factor because the perspective of real users is more trusted than brand advertisements. The results of this study are supported by previous research which states that online customer reviews have a significant positive effect on purchasing decisions. Online customer reviews are included among the considerations prioritized by customers when making purchasing decisions. Now, the presence of positive reviews containing praise, product quality, and product value becomes a stimulus in generating purchasing decisions (Rachmat et al., 2025). This is supported by previous research which states that online customer reviews have a significant positive effect on purchasing decisions (Latief & Ayustira, 2020). Other research results also show that online customer reviews have a significant positive effect on purchasing decisions (Siham et al., 2025).

Effect of Product Quality on Purchasing Decisions

The analysis results indicate that product quality has a positive and significant effect on the purchase decision of Skintific on TikTok. Formulations with premium active ingredients such as niacinamide, Centella Asiatica, ceramide, and hyaluronic acid that have been clinically tested demonstrate superior quality. BPOM certification, halal labeling, and dermatological testing ensure the safety and effectiveness of the product. Consumers are more interested in buying on TikTok Shop because they can see real results through before-and-after videos, honest reviews, and usage demonstrations. Consistent quality helps the company gain new customers through word-of-mouth and viral content with authentic testimonials. Proven effective products encourage consumers to try new variants and purchase more within a skincare line.

Consumers who experience the benefits tend to make repeat purchases and actively recommend the product. TikTok features such as live shopping, flash sales, and bundling make it easier to access quality products at affordable prices. Product quality is a strong determining factor in Skintific's purchasing decisions on TikTok. The results of this study are supported by previous research by (Fitriani et al., 2025), which proved that product quality has a significant positive effect on purchase decisions. Another study (Apriani & Bahrin, 2021) stated that product quality is a crucial factor prioritized by consumers, considering that skincare products come into direct contact with the skin and require safety assurance. This is further supported by research by (Rangian et al., 2022), which explained that having product quality that includes quality ingredients, tested formulations, and effective results acts as a stimulus in generating purchase decisions. Another study (Efendi & Aminah, 2023) also strengthens this argument by finding that skincare products with guaranteed

quality, BPOM certification, and proven dermatological safety significantly influence consumers' purchase decisions.

CONCLUSION

This study found that Influencer Marketing, Online Customer Review, and Product Quality have a positive and significant effect on Skintific's purchasing decisions on TikTok. Influencer Marketing plays a strategic role in building trust and brand awareness through educational content, tutorials, and personal experiences from influencers with high engagement. The credibility of influencers provides a sense of security for followers, reinforced through direct interactions via live streaming, Q&A sessions, and comments. Online customer reviews have a significant impact through authentic testimonials. Positive reviews, high ratings, and before-and-after photos strengthen social proof of the product's effectiveness.

Reviews provide additional information beyond the official description, while interactions in the comment section directly address potential buyers' doubts. Effective and consistent product quality encourages customers to try new variants and make repeat purchases. Consistent quality also triggers word-of-mouth and viral content that attracts new customers. TikTok features such as live shopping, flash sales, and bundling make products more accessible and appealing. This study confirms that all three variables have a significant impact on purchasing decisions. Skintific's success on TikTok is created by a combination of collaborations with trusted influencers, authentic customer testimonials, and proven product quality, which together form a positive perception and influence purchasing decisions.

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