Available online at:
https://jurnal.integrasisainsmedia.co.id/index.php/JISSB
Journal Integration of Social Studies and Business Development
Volume 2 Number 1:35-42
DOI: 10.58229/jissbd.v2i1.186

Analyzing Factors That Affect Purchasing Decisions For Beauty Products Through Tiktok Review Videos

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Abstract

The rise of social media, particularly TikTok, has significantly influenced consumer behavior in the beauty product industry, especially among Generation Z in Indonesia. With millions of active users, TikTok has become a powerful platform for beauty enthusiasts and influencers to share product reviews, tips, and recommendations. This research analyzes the key factors influencing purchasing decisions for beauty products through TikTok video reviews. The primary factors identified include perceived credibility, perceived authenticity, review quality, and review quantity. This study also examines the relationship between these factors and purchase intentions and how they ultimately influence purchase decisions. A quantitative approach was used for this research, implementing non-probability and judgmental sampling techniques. An online questionnaire was distributed to 239 respondents aged 15 to 24 living in Indonesia, targeting individuals who actively engage with beauty product reviews on TikTok. The data were analyzed through Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings indicate that perceived credibility, authenticity, review quality, and review quantity positively and significantly affect purchase intentions. Additionally, purchase intentions were shown to directly impact purchase decisions without being moderated by the attitude of others or unanticipated situational factors. The research also identified three consumer needs-based segments: quality-based, price-based, and ingredient-based. Each segment reflects different priorities and behaviors in response to beauty product reviews on TikTok. The findings will give insight into how beauty brands can enhance their marketing strategies on TikTok. Marketers can effectively influence consumer purchase intentions and decisions by improving the perceived credibility, authenticity, review quality, and quantity of their TikTok review videos. These strategies can help beauty brands maximize sales and ensure long-term sustainability in the competitive market.

Keywords: Tiktok, Beauty Product, Review Videos, Purchase Decision

A. INTRODUCTION

With a population of over 274 million, Indonesia presents significant challenges and opportunities for companies and brands. Indonesia is a nation that demonstrates a high level of engagement with the Internet. Approximately 60% of the population, or over 165 million individuals, browse daily social media (Meltwater, 2024). A total of 32% of Indonesians who use social media are between the ages of 18 and 24, while 30.6% are between the ages of 25 and 34. As indicated by the potential advertising reach on leading social media platforms, approximately three-quarters of Indonesia's users are under 35. This substantial online activity has contributed to the country's evolution of social media platforms. The growth in internet usage has resulted in a dynamic digital landscape, influencing how Indonesians communicate, share information, and interact with the online world.

TikTok has emerged as one of Indonesia's most popular social media platforms, with approximately 106.52 million active users, ranking second globally (Databoks, 2023). TikTok's short-form video format has attracted a diverse user base, encouraging creative expression through engaging content. The platform's algorithm promotes content that resonates with users, enhancing the visibility and impact of product review videos. This format effectively decreases attention spans, offering brief yet impactful messages that appeal to modern consumers (Schiller, 2023).

TikTok has become a crucial platform for influencing consumer behavior in the evolving social media marketing landscape. The increasing popularity of TikTok among different age groups is primarily driven by its unique content creation and sharing system, significantly impacting how brands engage with potential consumers. User-generated content (UGC) and community engagement on platforms like TikTok are vital in shaping consumers' purchase decisions (Zhu & Zhang, 2022). Preliminary interviews with participants reveal that factors such as perceived expertise, credibility of the review source, authenticity of the content, review quality, and review

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quantity significantly influence purchase decisions after watching beauty product review videos on TikTok. This study examines these factors and their impact on consumer purchasing decisions, providing insights for local beauty brands to utilize TikTok for marketing effectively.

TikTok Platform Product Review Videos

TikTok, a leading social media platform in Indonesia, boasts a significant user base, with 73.5% of the population using the app (We Are Social, 2024). The platform's unique features, such as short-form videos and the personalized "For You" feed, make it ideal for sharing engaging content. TikTok enables users to create and share videos lasting from 15 seconds to a minute, often featuring background music, effects, and other creative elements. The app's algorithm tailors content to users' preferences, enhancing engagement and discoverability, making it a powerful tool for marketers to reach and influence a broad audience.

TikTok beauty product review videos are popular content where users share their experiences, opinions, and recommendations about various beauty products. These reviews, often presented in creative formats like 'try-on' sessions, 'before and after' transformations, and tutorials, provide valuable information influencing consumer purchase decisions (Palilingan et al., 2021). These reviews' interactive and visual nature makes them appealing and trustworthy, as users can see the actual application and effects of the products, helping them make informed purchasing decisions.

Perceived Credibility and Authenticity

Perceived credibility refers to the extent to which users view sources as reliable and trustworthy. Studies indicate that information from credible sources, including experts and peers, significantly influences consumer perceptions and behaviors (Jacoby & Kaplan, 1972; Lopez & Sicillia, 2014). Credibility is crucial in user-generated content, as consumers are more likely to trust and be influenced by reviews from individuals they perceive as knowledgeable and honest. High perceived credibility enhances the impact of reviews on consumer attitudes and intentions.

Authenticity, related to beliefs and perspectives, is critical in consumer decision-making. Authentic reviews are seen as more trustworthy and impactful, particularly in the context of user-generated content on social media (Wang, 1999; Fine, 2003). The authenticity of online reviews can mitigate the influence of deceptive practices and enhance consumer trust (Chen et al., 2022). Authentic content resonates more with consumers, aligning with their desire for genuine and sincere product information.

Review Quality and Quantity

The quality of review arguments, characterized by objectivity, logical reasoning, and precise information, significantly affects consumer purchase decisions (Park et al., 2007). High-quality reviews that provide detailed and reliable information are more persuasive and trustworthy (Lin et al., 2013). Consumers rely on the clarity, relevance, and thoroughness of reviews to make informed decisions, and high-quality reviews are more likely to influence their purchase intentions positively.

Review quantity or the number of reviews a product receives, impacts consumer decisions by increasing the product's visibility and perceived popularity (Bataineh, 2015; Lee et al., 2008). A higher number of reviews suggests that many widely used and trusted products can reduce perceived risk and uncertainty for potential buyers. Consumers often use the quantity of reviews as a heuristic to judge the credibility and reliability of a product.

Purchase Intention

Purchase intention reflects the likelihood of a consumer acquiring a particular product based on their evaluation of product information. It signifies an individual's behavioral response shaped by their attitude toward the product, influenced by both internal evaluations and external factors (Fazli & Nor, 2009; Lin & Lu, 2010). However, two general and external factors mentioned by Kotler and Keller (2016) can interfere with a person's purchase intention and decision, potentially preventing the intention from turning into an actual purchase. These factors are the attitude of others and unanticipated situational factors, which can significantly influence the final decision-making process.

Attitude of Others

The attitude of others refers to the influence of social opinions and word-of-mouth on consumer behavior. Social interactions and the opinions of peers, family, and other influential individuals can significantly affect a consumer's purchasing decisions (Wang & Yu, 2017). Positive word-of-mouth and social approval can enhance purchase intentions, while negative feedback can deter consumers.

Unanticipated Situational Factors

Unanticipated situational factors relate to external circumstances that can alter a consumer's purchase decision. These factors, such as unexpected financial constraints, changes in personal needs, or new information about a product, can interfere with converting purchase intention into actual purchase behavior (Kotler & Keller, 2016). Due to these unforeseen influences, consumers may delay, modify, or abandon their purchase plans.

Purchase Decision

The purchase decision is the final step in consumer decision-making, where the consumer commits to buying a product. It is influenced by various factors, including the quality and quantity of reviews, perceived credibility and authenticity, social attitudes, and situational factors (Kotler & Armstrong, 2016). Understanding the dynamics of purchase decisions helps marketers tailor their strategies to influence consumer behavior and drive sales effectively.

Based on the literature review, the conceptual framework for this study includes the following hypotheses:

H1. Perceived credibility on Tiktok beauty product review videos has a positive effect on purchase intention
H2. Perceived authenticity on Tiktok beauty product review videos has a positive effect on purchase intention
H3. Review quality on Tiktok beauty product review videos has a positive effect on purchase intention
H4. Review quantity on Tiktok beauty product review videos has a positive effect on purchase intention
H5. Purchase intention on Tiktok beauty product review videos has a positive effect on purchase decision
H6. Attitude of others on Tiktok beauty product review videos moderates the relationship between purchase intention and purchase decision
H7. Unanticipated Situational Factors on Tiktok beauty product review videos moderate the relationship between purchase intentions and purchase decision

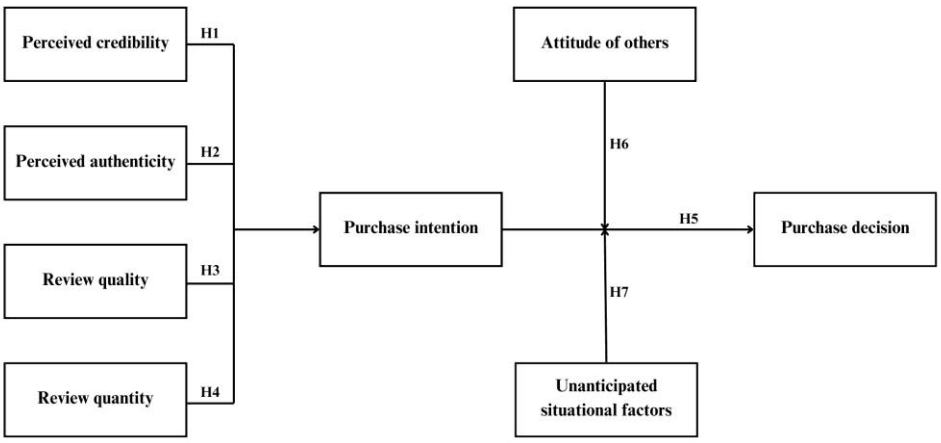

Figure 1. Conceptual Framework

B. RESEARCH METHOD

The research follows a systematic six-step design. Start by identifying the problem through preliminary interviews, conducting a literature review, formulating hypotheses, collecting data via an online questionnaire, analyzing the data using Structural Equation Modeling (SEM), specifically Partial Least Squares (PLS-SEM), and presenting conclusions and recommendations based on the findings. The subjects of this study are Generation Z individuals located in various major and medium-sized cities in Indonesia, such as Bandung, Jakarta, Semarang,

and Surabaya. The target demographic consists of TikTok users aged 15 to 24 years who have purchased beauty products after watching TikTok beauty product review videos. The choice of these locations is driven by their representation of Indonesian consumers who actively seek out beauty product reviews before making purchases.

The primary instrument for data collection is an online questionnaire designed to capture respondents' experiences and perceptions related to TikTok beauty product review videos. The questionnaire uses a 5-point Likert scale ranging from 1 ("strongly disagree") to 5 ("strongly agree") to measure variables such as perceived credibility, authenticity, review quality, review quantity, purchase intention, attitude of others, unanticipated situational factors, and purchase decision. Data are collected using an online questionnaire distributed via Google Forms. According to (Malhotra, 2010), a minimum of 200 samples is required for marketing research. The targeted sample size is a minimum of 200 Indonesian TikTok users who have purchased beauty products after viewing review videos on TikTok within the past year.

Measurement Model

The questionnaire is structured into three sections and is presented in Bahasa to ensure clarity and prevent misunderstandings. The first section gathers demographic information, including age, gender, monthly income, and location. The second section provides general information about beauty product review videos on TikTok, accompanied by example images to help respondents better understand the context and some behavioral questions. The third section includes specific indicators for each variable, which respondents are asked to answer based on their personal experiences. Four items for perceived credibility were adapted from research conducted by Fillieri (2015). Perceived authenticity has four items adopted from (Kim & Kim, 2019). Review quality has five items adopted from (Lin, 2013; Filieri, 2015). Review quantity has four items adopted (Park and Lee, 2007; Bataineh, 2015; Filieri, 2015). Purchase intention has four items adopted from (Arora and Sharma, 2018). The attitude of others has four items adopted (Bambauer-Sachse and Mangold, 2011; Prasad and Totala, 2017). Unanticipated situational factors have four items adopted (Ariffin, 2018). Purchase decision has three items adopted from (Cheung, 2009).

Data Analysis Method

Data analysis techniques in this study include descriptive statistics to summarize sample characteristics using frequency distributions and PLS-SEM for analyzing relationships between variables. The PLS-SEM method is chosen for its ability to handle complex models with numerous constructs and indicators. Reliability is assessed with indicator loading values above 0.6, and validity is tested using AVE for convergent validity and the Fornell-Larcker criterion for discriminant validity. The model's predictive power is measured using R^2, predictive relevance with Q^2 values above zero. Hypothesis testing is determined using a t-test with a critical value of 1.96 and a p-value below 0.05.

C. RESULTS AND DISCUSSION

Descriptive Statistics

Table 1. Descriptive Statistics

Variable	Mean	Median	Std. Deviation
Perceived Credibility	3.552	3.50	0.746
Perceived Authenticity	3.497	3.50	0.902
Review Quality	3.990	4.00	0.717
Review Quantity	3.985	4.00	0.860
Purchase Intention	3.733	3.75	0.916
Attitude of Others	3.981	4.00	0.946
Unanticipated Situational Factors	3.661	3.61	1.074
Purchase Decision	3.998	4.00	0.809

Source: Research data, 2024

PLS-SEM Analysis

Outer Model

Table 2. Indicator Reliability Test

Construct	Indicator	Outer Loading
Perceived Credibility	PC1	0.541
	PC2	-0.310
	PC3	0.689

Construct	Indicator	Outer Loading
	PC4	0.128
Perceived Authenticity	PA1	0.663
	PA2	-0.097
	PA3	0.635
	PA4	0.850
Review Quality	RQL1	0.754
	RQL2	0.740
	RQL3	0.248
	RQL4	0.575
	RQL5	0.619
Review Quantity	RQT1	0.821
	RQT2	0.241
	RQT3	0.166
	RQT4	0.856
Purchase Intention	PI1	0.809
	PI2	0.787
	PI3	0.796
	PI4	0.834
Attitude of Others	AOO1	0.700
	AOO2	0.811
	AOO3	0.783
	AOO4	0.805
Unanticipated Situational Factor	USF1	0.792
	USF2	0.661
	USF3	0.627
	USF4	0.696
Purchase Decision	PD1	0.793
	PD2	0.880
	PD3	0.480

Source: Research data, 2024

The indicator is considered reliable if the score is at least 0.60. Therefore, nine indicators were eliminated, including perceived credibility, authenticity, review quality, review quantity, unanticipated situational factors, and purchase decision, because they had the lowest outer loading scores among the other indicators. This was done to improve the reliability of the indicators. The eliminated indicators include PC2, PC4, PA2, RQL3, RQL4, RQT2, RQT3, USF4, and PD3.

Table 3. Internal Consistency Reliability Test

Variables	Cronbach Alpha	Composite Reliability
Perceived Credibility	0.631	0.840
Perceived Authenticity	0.819	0.889
Review Quality	0.600	0.781
Review Quantity	0.665	0.853
Purchase Intention	0.821	0.881
Attitude of Others	0.782	0.857
Unanticipated Situational Factors	0.600	0.784
Purchase Decision	0.707	0.869

Source: Research data, 2024

Internal consistency reliability was evaluated using Cronbach's Alpha and Composite Reliability. A variable passes this assessment if its Cronbach's Alpha and Composite Reliability values are at least 0.7, although values of 0.6 or higher are also deemed acceptable. The table shows that all variables have values exceeding 0.6. Therefore, all variables in this study passed the reliability test and can proceed.

Table 4. Convergent Validity

Variables	AVE
Perceived Credibility	0.726
Perceived Authenticity	0.728
Review Quality	0.544
Review Quantity	0.744
Purchase Intention	0.649

Variables	AVE
Attitude of Others	0.601
Unanticipated Situational Factors	0.549
Purchase Decision	0.769

Source: Research data, 2024

The Average Variance Extracted (AVE) for each variable must be considered to evaluate convergent validity. An AVE value greater than 0.5 is required for validity. The data shows that all variables in this study are valid, as their AVE values exceed 0.5.

Table 5. Discriminant Validity

	AOO	PA	PC	PD	PI	RQL	RQT	USF
AOO	**0.775**							
PA	-0.274	**0.853**						
PC	0.152	0.423	**0.852**					
PD	0.596	-0.083	0.234	**0.877**				
PI	0.704	-0.186	0.253	0.510	**0.806**			
RQL	0.567	-0.142	0.165	0.477	0.531	**0.737**		
RQT	0.405	0.196	0.125	0.409	0.401	0.421	**0.863**	
USF	0.291	-0.080	-0.104	0.189	0.095	0.007	0.167	**0.741**

Source: Research data, 2024

This study assessed discriminant validity using the Fornell-Larcker Criterion. According to this criterion, the square root of the AVE for each variable must be greater than its correlation with other latent variables. The data reveals that the square root values of AVE surpass the correlation values in all columns and rows of the latent variables, thereby validating the discriminant validity of all research variables.

Inner Model

Table 6. Coefficients of Determination (R^2) and Stone-Geisser (Q^2) Test

Variable	R Square	Q Square
Purchase Intention	0.481	0.380
Purchase Decision	0.368	0.356

Source: Research data, 2024

The R^2 score measures how effectively a statistical model predicts an outcome. The R^2 values for Purchase Intention and Purchase Decision are classified as having moderate predictive relevance, falling between 0.25 and 0.50. The Q^2 test, which assesses the model's predictive relevance, indicated that the Q^2 values for both Purchase Intention and Purchase Decision are greater than zero. This suggests that the model has good predictive relevance for these endogenous variables.

Hypothesis Testing

Table 7. Hypothesis Testing

Hypothesis	Structural Path	T statistics (|O/STDEV|)	P Values	Result
H1	Perceived credibility → Purchase Intention	4.980	0.000	Accepted
H2	Perceived authenticity → Purchase Intention	5.420	0.000	Accepted
H3	Review Quality → Purchase Intention	5.803	0.000	Accepted
H4	Review Quantity → Purchase Intention	5.671	0.000	Accepted
H5	Purchase Intention → Purchase Decision	2.870	0.004	Accepted
H6	Purchase Intention × Attitude of Others → Purchase Decision	1.035	0.301	Rejected
H7	Purchase Intention × Unanticipated Situational Factor → Purchase Decision	0.980	0.401	Rejected

Source: Research data, 2024

The hypothesis testing results reveal significant relationships between several factors and purchase intentions. Hypothesis 1, which posited that perceived credibility on TikTok beauty product review videos positively affects purchase intention, was accepted. This suggests that viewers' trust in the reviewers' experience with beauty products significantly enhances their intention to purchase. Hypothesis 2, regarding the positive effect of perceived authenticity on purchase intention, was also accepted, indicating that genuine and natural reviews are crucial in influencing consumer behavior. Hypothesis 3, which suggested that review quality impacts purchase intention, was supported, highlighting that consumers value clear, detailed, and relevant information in reviews. Hypothesis 4 confirmed that review quantity positively influences purchase intention, with multiple reviews

providing a broader perspective and reducing perceived risk. Hypothesis 5, which proposed that purchase intention directly affects purchase decisions, was accepted, affirming that a strong purchase intention often translates into actual purchasing behavior. However, Hypothesis 6 and Hypothesis 7, which examined the moderating effects of the attitude of others and unanticipated situational factors, were rejected, indicating that these factors do not significantly alter the relationship between purchase intention and purchase decision.

A needs-based segmentation process was conducted to understand consumer behavior and preferences better. This approach aimed to categorize consumers into different segments based on their specific needs and preferences about beauty products, allowing more targeted and effective marketing strategies. The needs-based segmentation process in this study involved analyzing responses from 239 participants to identify consumer groups based on their preferences for quality, price, and ingredients in beauty products. Using pivot tables in Microsoft Excel, the data was segmented into three primary categories: quality-based, price-based, and ingredient-based segments. The quality-based segment primarily consisted of high school and college students who value high-quality products and use TikTok for information gathering. The price-based segment, mostly college students and entrepreneurs, preferred affordable products and placed high importance on the quantity of reviews. The ingredient-based segment emphasized transparency and natural ingredients, with members highly influenced by detailed information about product components. Each segment's different characteristics, such as demographic profiles, TikTok usage behavior, and product preferences, were identified to tailor marketing strategies effectively to their specific needs and preferences.

The findings follow previous research by Román et al. (2023), which indicated that positive and believable reviews enhance behavioral intentions toward purchasing. This alignment indicates that the impact of review credibility and authenticity on consumer behavior is reliable across different contexts. However, this study did not identify any significant moderating effects on the attitude of others or unanticipated situational factors. This finding differs from other research highlighting the role of social influence and situational variables in purchase decisions. These discrepancies could be attributed to the specific context of TikTok and the unique characteristics of its user base. This suggests that platform-specific factors may mediate the influence of external variables.

D. CONCLUSION

This study aimed to examine the influence of perceived credibility, perceived authenticity, review quality, and review quantity on consumer purchase decisions through TikTok beauty product reviews while also assessing the potential moderating effects of others' attitudes and unanticipated situational factors. The research utilized Partial Least Squares Structural Equation Modeling (PLS-SEM) to analyze data from 239 respondents. The results revealed that all four factors positively and significantly impact purchase intention, influencing purchase decisions. The analysis also identified three distinct consumer needs-based segments based on their responses: quality-based, price-based, and ingredient-based. These segments revealed varied consumer priorities, highlighting opportunities for targeted marketing strategies.

Based on these findings, beauty brand marketers should focus on collaborating with credible reviewers and promoting authentic, high-quality content. Increasing the number of reviews through user-generated content and campaigns can also enhance consumer trust and decision-making. For future research, exploring factors contributing to review quality, such as clarity and presentation style, could provide deeper insights. Additionally, examining the impact of these factors across different social media platforms or products would further enhance the understanding of digital consumer behavior and the unique influences of various contexts on purchase decisions.

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