

TikTok social media marketing and beauty influencers' impact on skintific purchase decisions through brand awareness

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ABSTRACT

The beauty industry is currently growing very rapidly, with many new products competing for consumer attention. The objective of this study was to ascertain and examine the impact of TikTok social media marketing, beauty influencers, and brand awareness as mediating variables on the form of Skintific product purchasing decisions. The research method used is quantitative research with explanatory research design. The population of this study consists of all consumers of Skintific brand products. This research uses purposive sampling. Data for this study will be collected through a questionnaire distributed through various social media platforms to people over 17 years old and Skintific products are used and purchased by TikTok social media users in Indonesia. To examine the correlation between factors, this study uses Structural Equation Modeling (SEM) with AMOS 24. The findings of this study indicate that social media marketing and beauty influencers significantly and positively impact purchasing decisions. Brand awareness positively and significantly affects purchasing decisions through social media marketing and beauty influencers.

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1. Introduction

The whole world including Indonesia, lives in a digital era where information is easily obtained through digital technology, including the Internet. All community activities began to be digitized, including marketing activities that began to adapt to digital marketing. Digital marketing is a form of advertising companies use on digital platforms, including social media. This method is commonly referred to as social media marketing. According to experts, social media enables interactive communication with customers in both directions (Appel et al., 2020). Social media marketing impacts individuals and the industry (Ardiansyah & Sarwoko, 2020). According to (Huseynov & Dhahak, 2020), consumers can share their opinions through uploaded content and provide information reviews and experiences related to products and services to other consumers using social media. Social media marketing activities are increasingly prevalent in business (Dayoh et al., 2022). Based on information reported by BusinessofApps, In 2020, TikTok stood out as one of the leading social media platforms, particularly among millennials and Gen Z, with Indonesia being one of its prominent user bases. TikTok has amassed a record 693 million monthly active users in the nearly three years since its launch, maintaining its status as the most-used app in 2020 (Iqbal, 2023).

On the social media site TikTok, users can post videos that can last up to 10 minutes, according to (Kompas.com, 2022). TikTok has an advantage because of its mission to "Inspire Creativity and Bring Joy" which encourages its user's creativity through various unique features that allow them to create viral and trending video content (Smith, 2020). TikTok's goal is to provide a commitment to connect people with information and to promote and communicate content creation. TikTok is now widely used as a marketing

tool because of its uniqueness and appeal. This is due to the platform's ability to effectively target the appropriate users. (Balkhi, 2019). According to Angga Nugraha Putra, Head of User and Content Operation at TikTok Indonesia, the five most popular content are comedy, fashion and beauty, vlogs, and food (Praisra, 2019). This form of media is widely used to promote health and beauty products (Nurvia & Sarasati, 2021). In addition to e-commerce, influencer and beauty blogger service providers use TikTok to offer trending and new products to consumers, thus accelerating the marketing of these products. According to Euromonitor International's *The Future of Skin Care*, Indonesia is the second largest contributor to the forecasted global growth of skin care. (Humaniora, 2019). According to Statista, with an exchange rate of 1 U.S. dollar = Rp15,467.5, estimates that the beauty and self-care market will generate revenues of US\$7.23 billion or Rp111.83 trillion in 2022 (Mutia, 2022).

This market is expected to continue growing year after year, and one social media strategy that is increasingly supporting this is the use of beauty influencers as a key player in its implementation. Almost every day, beauty brands compete for the attention of their customers. Many marketing managers use influencer marketing to promote their brands by partnering with famous people on social media who have the potential to influence a large number of their followers (Alawamleh & Afghani, 2020). Skintific, a skincare brand from Canada, is one of the most well-known skincare brands competing today. In August 2021, the brand debuted in the Indonesian market and quickly became one of the top most searched brands in the country, as reported by Finfolk.co article. Skintific 5X Ceramide Barrier Repair Moisture Gel is one of its most popular and talked about products on one of the most popular platforms, TikTok. Skintific products are focused on protecting the skin barrier of the face, and as a result of this claim, many people are interested in this product and want to try it. According to an article published by (CNN INDONESIA, 2023) Skintific always strives to provide the best products with innovative formulations that can solve various skin problems and realize the dreams of Indonesian women to have healthy skin.

This booming product captures the attention of the public and beauty influencers. They will not be silent not to try the product. Beauty influencers create product review content related to beauty, and their presence is very influential in promoting a product. Every product they use and review becomes beneficial knowledge for people who want to have and know more about these beauty products. In this study, researchers chose Tasya Farasya as the primary beauty influencer to be discussed because she is one of Indonesia's most famous and successful beauty influencers (CNBC Indonesia, 2022). Based on the Channelmedia.com article, there are several achievements achieved by Tasya Farasya in her beauty world. Tasya was awarded Breakout Creator of the Year by Popbela and Young Content Creator by XYZ Creator Awards in 2018, and it is no wonder that people trust the beauty influencer. Trust in a beauty product is easier to achieve when the influencer is well-known and widely regarded as an expert (Pawestriningrum & Roostika, 2022). According to previous research findings, beauty influencer reviews affect increasing brand awareness and sales. The capability of beauty influencers to assess these products indirectly influences consumers' purchasing decisions.

Furthermore, brand awareness is crucial role in influencing purchasing decisions, alongside other initiatives undertaken, especially nowadays, where competition is increasing. Consumers with strong brand awareness may need help considering other brands (Inayati & Wahyuni, 2017). A product's market share increases with consumer familiarity with the brand. The purchase decision is the customer's knowledge of the needs and desires of a product by assessing current resources, determining the desire to buy, and identifying options so that the decision-maker makes a purchase, followed by behavior after making a purchase (Malini, 2021). Products with solid brands can command a larger percentage of the market and feature higher costs. In addition, social media marketing, especially the current hype, can be used to raise awareness, which reviews from beauty influencers can complement. This research aims to ascertain the correlation between one variable and another. Based on the preceding, the authors are interested in researching "The effect of Tiktok social media marketing and beauty influencer on Skintific product purchase decisions through brand awareness as a mediation variabel." This research will provide marketers of skincare brands with more pertinent information and a deeper understanding of how to utilize social media and influencers to promote their products and communicate with their target audience.

This research is expected to have theoretical and practical implications. In theory, this study aims to offer valuable insights to the community, particularly those using Skintific skincare products. Additionally, it seeks to broaden understanding within the realm of marketing management by exploring how social media marketing and beauty influencers impact purchase decisions through brand awareness. The partial implications of this research are that these findings highlight the importance of social media marketing

activities and the use of beauty influencers. It underscores the necessity for skincare brand marketers to innovatively employ social media and beauty influencers within a vibrant community. This approach not only contributes to fostering brand awareness but also aligns with the study's revelation that Indonesian young adults, who actively use social media, are greatly swayed by the content shared on these platforms when making their purchasing decisions.

2. Research Method

This study falls under the classification of causal research due to its utilization of a quantitative measurement approach. A quantitative research approach entails using numerical data throughout the entire process, from data collection to result analysis (Tyas, 2023). According to (Sugiyono, 2019), causal associative is a formulation of research problems that asks about the relationship between two or more variables. The quantitative technique is employed due to using of numerical data to examine the correlation between variables. This study seeks to examine the impact of social media marketing TikTok (X1), beauty influencers (X2), and brand awareness (Z) can be the cause of the formation of purchasing decisions (Y). The research was conducted through a questionnaire survey method and distributed to samples through various social media platforms using a Likert scale tool. Likert scales are usually scored as: Disagree (1), Disagree (2), Neutral (3), Agree (4), and Strongly Agree (5). As a widely used rating scale, the Likert scale assesses how strongly a subject agrees or disagrees with a statement.

The questionnaire was created using variable indicators based on the theory from previous research. The social media marketing variable refers to 5 indicators, namely: (1) promotions and content attract consumers, (2) consumers understand the promotions and content delivered, (3) promotions and content are provided in line with consumer expectations, (4) consumers are encouraged to buy after seeing promotions and content, (5) consumers are encouraged to provide good testimonials (Raharjo & Hatane, 2018). For beauty influencers, there are indicators: (1) trustworthiness, (2) expertise, and (3) attractiveness (Nanda & Nilowardono, 2022). Furthermore, brand awareness consists of the following four indicators: (1) consumers recognize brand features among other brands, (2) are aware of the brand's existence, (3) consumers visualize brand features quickly, (4) consumers quickly recognize brand logos or symbols (Angelyn & Kodrat, 2021). Then, for the purchasing decision variable, there are three indicators: (1) deciding to choose, (2) prioritizing and (3) liking the product (Upadana & Pramudana, 2020). This survey is aimed at people who are familiar with Skintific products. In this study, 230 respondents were obtained and sampling was conducted using a non-probability sampling method known as purposive sampling. The samples of this study were: a) TikTok social media users over 17 years old, b) Knowing and listening to information about Skintific on their TikTok social media, c) Watching Tasya Farasya as a Skintific beauty influencer.

This study's data analysis was conducted using Amos 24 through Structural Equation Modeling (SEM).

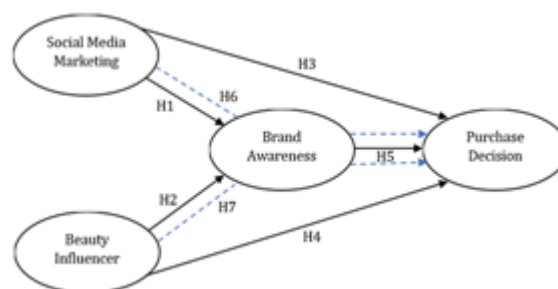


Figure 1. Research framework

TikTok Social Media Marketing and Brand Awareness

Social media and digital marketing are strategic tools to increase brand awareness and run marketing campaigns. Research (Bilgin, 2018), shows that brand awareness is the primary way social media marketing initiatives impact consumers. In conclusion, using social media for marketing is critical to increase awareness and help consumers remember. Other research that supports this (Putra & Aristana, 2020; Seo & Park, 2018; Shafa & Hidayat, 2022) demonstrates that engagement in social media marketing endeavors (specifically on TikTok) yields a meaningful and beneficial impact on raising brand awareness.

Beauty Influencer and Brand Awareness

Brand awareness can be influenced by the authority of beauty influencers' online content, including reviews. Research from (Novierra, 2023) also supports that beauty influencer variables positively affect brand awareness. The results obtained from this study reveal that the better the ability of beauty influencers to provide reviews related to products, the easier it is for the audience to recognize and remember the brand. This result is in line with research (Lou & Yuan, 2019), it can be said that the easier it is for audiences or followers to recognize and remember a local beauty product that a beauty influencer has reviewed, the more interesting, trustworthy, and knowledgeable the beauty influencer is.

TikTok Social Media Marketing and Purchase Decision

Social media marketing through TikTok has a positive relationship with purchasing decisions. In today's interactive marketplace, established brands have recognized the significant impact of social media marketing in building and maintaining customers ties, enabling communication, and interacting with a larger and more diverse client base. According to prior studies conducted by (Meliawati et al., 2023), utilizing TikTok for social media marketing positively correlates with the intent to make a purchase, leading to purchasing decisions. The study conducted by (Mumtaz & Saino, 2021) further substantiates TikTok's potential as an effective platform for marketers to engage with consumers and establish direct interactions. Results that have been obtained based on research (Duta, 2022; Dyahtritami & Suryawardani, 2020; Fortuna, 2022; Permatasari & Hidayat, 2023) also concluded that the TikTok social media marketing platform exerts a substantial impact on purchasing decisions, demonstrating the positive influence of social media on consumer purchasing behavior.

Beauty Influencer and Purchase Decision

Morgan (2020) discussed in a study that advertising through influencers is more effective than regular advertising and promotional activities, as influencers significantly impact the audience. Beauty influencers drive audience brand engagement in promoting and recommending products influencing audience purchasing decisions. According to research (Zukhrufani & Zakiy, 2019; Pakan & Purwanto, 2022; Zia et al., 2021) beauty influencers wield a considerable and favorable impact on purchasing decisions. The ability and expertise of a beauty influencer in providing information about the product being reviewed, conveying it in the right words, and having experience in using it gives the impression that the Beauty influencer has expertise in beauty products and can directly influence purchasing decisions. These results are inconsistent with the findings of the conducted research by (Novierra, 2023), this suggests that beauty influencers exert a favorable impact on purchases, but it is not statistically significant. Even though the beauty influencer's audience easily recognizes the product or brand, it does not directly affect the buying decision.

Brand Awareness and Purchase Decision

Brand awareness refers to how well consumers know a brand and whether they think of it when imagining a particular product category (Amitay et al., 2020). Various brand information on social media, advertisements, and WoM can increase consumer awareness of the brand, leading to increased purchasing decisions. Brand awareness plays a role in helping customers to get the expected use or benefits of the product. According to the research results from (Dwiyanti et al., 2018; Rachmawati & Andjarwati, 2020; Setiawan & Rabuani, 2019), awareness of the brand significantly and positively impacts the choices made regarding purchases. Hence, consumers tend to lean towards choosing a brand they are more acquainted with over a less recognized brand.

Brand Awareness, TikTok Social Media Marketing and Purchase Decision

Multiple studies have concentrated on investigating the function of brand awareness as an intermediary element affecting purchasing decisions. According to (Angelyn & Kodrat, 2021) the concept of brand awareness serving as a mediating factor in the impact of social media marketing on purchasing decisions is acknowledged. As businesses engage more frequently in social media marketing activities, brand awareness and the probability of purchasing tend to rise concurrently. However, other studies (Ardiansyah & Sarwoko, 2020) present contrasting findings in which the available evidence does not support the mediation effect of brand awareness between social media marketing and consumer purchasing decisions. In the study, researchers said that the main reason for the insignificant results was that the object under study was included in the category of products with high involvement. Hence, consumers typically exhibit logical behavior while making purchasing decisions that require a longer consideration period. There is no assurance that customers' familiarity with a brand or product would immediately lead to an increased likelihood of purchasing.

Brand Awareness, Beauty Influencer and Purchase Decision

According to Ovioudou in (Wicaksono & Seminari, 2016), brand awareness is a fundamental component of brand equity and is frequently regarded as a necessary condition for consumer purchasing choices. Brand awareness acts as a mediator between the impact of beauty influencers and purchasing decisions. It is known that the role of beauty influencers is an essential factor in influencing people's decisions to buy beauty products. Mainly because this is a beauty product that is quite sensitive and has a match for each person's skin. As a result, consumers' decisions to buy or not buy a beauty product will be influenced by the presence of beauty influencers, especially when there is brand awareness of a product, making people more confident to buy beauty products that are suitable and suitable for them. According to Cooley & Rochelle (2019), examined the influence of social media influencers on customer buying behaviour within the fashion sector. Based on their research, social media influencers substantially influence consumer purchasing decisions.

3. Results And Discussions

Respondent Characteristics

The profile analysis of respondents in this survey is based on the following demographics:

Table 1. Characteristics of respondents

Category	Item	F	%
Gender	Male	54	23,5
	Female	176	76,5
Total		230	100
Respondent Domicile	Kalimantan	87	37,8
	Java	74	32,2
	Sulawesi	31	13,5
	Sumatra	24	10,4
	Bali and Nusa Tenggara	11	4,8
	Papua	3	1,3
Total		230	100
Age	18-23 years old	148	64,3
	24-29 years old	70	30,4
	30-36 years old	11	4,8
	37-41 years old	—	—
	Over 41 years old	1	0,4
Total		230	100
Education	Elementary School	2	0,9
	Junior High School / Equivalent	4	1,7
	High School / Vocational / Equivalent	108	47,0
	Bachelor (S1)	106	46,1
	Postgraduate (S2 / S3)	10	4,3
Total		230	100
Jobs	Students	20	8,7
	College Student	109	47,4
	Entrepreneurship	24	10,4
	Private Employee	52	22,6
	BUMN	19	8,3
Total	More	6	2,6
Income per month (for those who are employed)		230	100
	Less than IDR 2 million	20	8,7
	IDR 2 million to IDR 4 million	50	21,7
	More than IDR 4 million to IDR 6 million	37	16,1
	More than IDR 6 million to IDR 8 million	15	6,5
	More than Rp 8 million to Rp 10 million	9	3,9
	More than IDR 10 million	8	3,5
Total	Not Working	91	39,6
Monthly allowance (for those who are not working)		230	100
	Less than IDR 1 million	32	13,9
	IDR 1 million to IDR 1.5 million	66	28,7
	More than IDR 1.5 million to IDR 2 million	23	10

Category	Item	F	%
	More than IDR 2 million to IDR 2.5 million	4	1,7
	More than IDR 2.5 million	18	7,8
	Already Working	87	37,8
Total		230	100

According to the given description, it is evident that women constitute the majority of the respondents, accounting for 76.5% of the total, with an average age of 18-23 years, 64.3%. Most respondents reside primarily in Kalimantan, accounting for 37.8% of the total, followed by Java with 32.2%. In addition, in terms of educational background, respondents are high school / vocational/equivalent and undergraduate graduates. Students dominate the average occupation, and on average all respondents' income and pocket money are in the middle class.

Table 1.2. Characteristics of respondents

Category	Item	F	%
How often do you use the TikTok app?	Routine every day	133	57,8
	Quite often, but not every day	66	28,7
	Rarely, only occasionally / as needed / only about once a week	25	10,9
	Very rare, even only once a month	6	2,6
Total		230	100
How often do you see Skintific content on the TikTok app?	2 times	67	29,1
	3 times	63	27,4
	4 times	23	10
	More than 4 times	77	33,5
Total		230	100

Table 1.2. shows the frequency of use of the TikTok application by the sample. The data shows that the highest number of participants, namely 133 (57.8%) participants, said that they use the TikTok application regularly every day, and the second highest number, namely 66 (28.7%) participants, said that they use the TikTok application quite regularly but not every day, and for others rarely or very rarely use their TikTok application. For the question of how often respondents see Skintific content in the TikTok application, reviewed from the results of the respondents, it shows that the highest data is 77 (33.5%) viewing Skintific content more than 4x, there are 63 (27.4%) respondents viewing 3x, and 67 (29.1%) respondents viewing 2x, and the lowest data is 23 (10%) respondents viewing Skintific content as much as 4x.

Table 2. Goodness of fit index

Goodness of Fit Index	Cut off Value	Results
χ^2	Expected to be low	247.607
Df		164
χ^2 - Significance Probability	≥ 0.05	0.000
CMIN/DF	≤ 2.00	1.510
RMSEA	≤ 0.08	0.047
RMR	< 0.05	0.021
NFI	≥ 0.90	0.955
IFI	≥ 0.90	0.984
TLI	≥ 0.90	0.982
CFI	≥ 0.90	0.984

The Goodness of Fit Index (GOF) measurement findings in Table 3 indicate that the model meets the required fit criteria and can be considered a good fit. If 3-4 measures exhibit a high degree of concordance or surpass the predetermined threshold, the study model configuration can be deemed satisfactory and approved. The following data are research data obtained from questionnaires conducted using the SEM-AMOS 24.0 application. Here are the findings of the analysis:

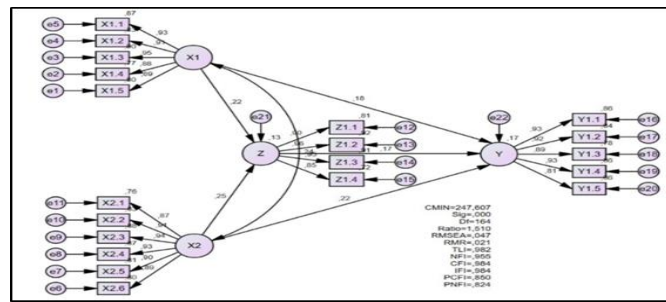


Figure 1. Full model analysis

Hypotheses Testing

The findings of examining the impact of the correlation between variables in the experimental setup established in this study can be presented as follows.

Table 3. Hypothesis testing

Hypothesis	Path	β	S.E.	C.R.	P	Conclusion
H1	X1 \rightarrow Z	0,22	0,067	3,258	0,001	Positive, significant
H2	X2 \rightarrow Z	0,278	0,075	3,714	0,000	Positive, significant
H3	X1 \rightarrow Y	0,175	0,065	2,689	0,007	Positive, significant
H4	X2 \rightarrow Y	0,232	0,073	3,19	0,001	Positive, significant
H5	Z \rightarrow Y	0,162	0,066	2,468	0,014	Positive, significant

According to Table 3, The t-score regarding the influence of social media marketing on brand awareness stands at 3.258, which exceeds the t-statistic of 1.96. Similarly, the p-value is less than 0.05 ($\alpha = 0.05$). The results are pertinent to the first hypothesis, which posits that social media marketing has a favorable and substantial impact on brand awareness. The findings of the second hypothesis are likewise acknowledged. The second hypothesis demonstrates a t-score value of 3.714 for the impact of beauty influencers on brand awareness with p-value is less than 0.05 ($\alpha = 0.05$), providing evidence that beauty influencers have a noteworthy and statistically significant influence on brand awareness. The third hypothesis demonstrates that the t-score value for the impact of social media marketing on purchase decisions is 2.689, with a p-value less than 0.05 ($\alpha = 0.05$), verifying that social media marketing exerts a significant and statistically proven impact on consumer purchasing decisions. The fourth hypothesis is supported by a t-score value of 3.190 and a p-value less than 0.05 ($\alpha = 0.05$), indicating a statistically significant and positive association between beauty influencers and purchasing decisions. The fifth hypothesis yields a t-score of 3.468 and a p-value of less than 0.001. This p-value is smaller than the significance level of 0.05 ($\alpha = 0.05$), indicating that brand knowledge has a statistically significant and positive impact on purchase decisions. To substantiate the indirect influence concerning the mediating variable integrated into the study, we present Table 5 derived from the Sobel test results.

Table 4. Sobel test - significance of mediation

Hypothesis	Path	Sobel Test		Conclusion
		t-Stat	P-Value	
H6	X1 \rightarrow Z \rightarrow Y	1.96	0.049	Significant
H7	X2 \rightarrow Z \rightarrow Y	2.04	0.040	Significant

According to the Sobel test findings presented in Table 4, the statistical value for the Sobel test is 1.96, and the p-value is 0.049. The Sobel test statistic is equivalent to a t-statistic value of 1.96. Likewise, the p-value is less than 0.05 ($\alpha = 0.05$). Furthermore, the Sobel test results for the fifth hypothesis reveal a significant indirect impact of beauty influencers on purchasing decisions through brand awareness. This is supported by a Sobel test statistical value of 2.04, with a p-value of 0.005. The Sobel test statistic exceeds the critical t-value of 1.96. Similarly, the p-value is less than 0.05 ($\alpha = 0.05$).

Hypothesis 1 (H1) which asserts that social media marketing on TikTok significantly and positively impacts brand awareness. The results of the hypothesis test indicate a t-score of 3.258, with a p-value of 0.001, which is less than the significance level of 0.05 ($\alpha = 0.05$). This indicates that there is acceptance of TikTok's social media marketing's significantly and positively impact on brand awareness. Increasing brand awareness is one of the goals carried out by marketers by utilizing social media. Based on research conducted by (Azizah et al., 2022; Sanin & Winarti, 2023) The findings indicate a positive and noteworthy impact of

TikTok social media marketing on enhancing brand awareness specifically for beauty products. Utilizing content creation via social media is an effective marketing tool for establishing brand recognition. It underscores the importance of showcasing brand awareness to enable companies to expand their reach to a broader audience.

Hypothesis 2 (H2) the study affirms that beauty influencers exert a positive and significant effect on brand awareness. The hypothesis test result indicate a t-score of 3.714, with a p-value of 0.000, which is less than the significance level of 0.05 ($\alpha = 0.05$). This means that beauty influencers have a positive and significant effect on brand awareness is accepted. Beauty influencers have a strong appeal to many people, This is because since individuals believe that these influencers can significantly enhance the product's appearance through the content they produce. The research conducted by (Nadila, 2020) demonstrates that influencers on social media platforms yield a positively and significantly impact on brand awareness. The ability possessed by beauty influencers will be able to help companies to increase brand awareness of their products.

Hypothesis 3 (H3) which asserts that the impact of TikTok social media marketing on consumer purchasing decisions is both positive and significant. The hypothesis test results reveal a t-score value of 2.689, accompanied by a p-value of 0.007, which is less than 0.05 ($\alpha = 0.05$). This indicates that the assertion regarding the positive and significant impact of TikTok social media marketing on purchasing decisions is validated and accepted. The results of this study are supported by previous research, which shows a positive correlation between social media marketing and purchasing decisions (Mulyansyah & Sulistyowati, 2021; Narayana & Rahanatha, 2020). This demonstrates that the applied social media marketing strategy influences consumer purchasing decisions. The more effectively Skintific manages and designs its social media marketing, the more it positively impacts consumers' decision-making processes when considering purchases from the brand.

Hypothesis 4 (H4) states that beauty influencers positively and significantly impact consumers' buying decisions. The hypothesis test results show a t-score value of 3.190 with a p-value of 0.001, smaller than 0.05 ($\alpha = 0.05$). This means that beauty influencers have a positive and significant effect on purchasing decisions is accepted. The results showed that the consumption of TikTok beauty influencer content does impact the purchasing decisions of its followers. Findings from previous research conducted by (Wiedmann & von Mettenheim, 2020) also support this hypothesis. The study shows that influencer trust and attractiveness have a significantly positive impact on followers' purchasing decisions. However, this result does not align with the study conducted by (Novierra, 2023).

Hypothesis 5 (H5) which states purchase decision are positively and significantly influenced by brand awareness. The results of the hypothesis test display a t-score value of 2.468, along with a p-value of 0.014, which is less than 0.05 ($\alpha = 0.05$). This indicates the affirmation that brand awareness has a positive and significant impact on purchasing decisions. The results of this study are in line with and support previous research conducted by (Arianty & Andira, 2021; Ghadani et al., 2022; Muthiah & Setiawan, 2019) indicated that elevating the degree of brand awareness heightens the probability of consumers contemplating the brand when deciding on purchases. But, the greater the familiarity with a specific brand, the higher the probability of that brand being chosen for purchase.

Hypothesis 6 (H6), which states that brand awareness plays a mediating role in the impact of social media marketing on purchasing decisions. The Sobel test yielded a statistical value of 2.04 and p-value of 0.04, which is less than the significance level of 0.05 ($\alpha = 0.05$). This finding suggests that social media marketing significantly indirectly impacts consumer purchasing decisions through brand awareness. Prior research has consistently demonstrated that social media marketing activities significantly and positively impact brand awareness. This can be attributed to the inherent ease with which social media users share content with their network of friends (Bilgin, 2018; Seo & Park, 2018). Research conducted by (Adhawiyah & Anshori, 2019) stated that brand awareness generated by social media marketing substantially indirectly impacts consumer purchasing decisions. From the results obtained, this research does not align with the findings of studies carried out by (Ardiansyah & Sarwoko, 2020).

Hypothesis 7 (H7) which states that brand awareness mediates the influence of beauty influencers on purchasing decisions. The statistical value of the Sobel test is 1.96, as well as the p-value of 0.049 smaller than 0.05 ($\alpha = 0.05$). This shows that there is a significant indirect effect of Beauty influencers on purchasing decisions through brand awareness. Results from previous research (Renchen, 2020) imply that influencers in carrying out their activities from the interview stated that influencers can increase influencer followers from

the activities carried out, which will also affect increasing brand awareness and consumer purchasing decisions.

4. Conclusion

This study concluded that all hypotheses were accepted. The results underline the significance of social media marketing in today's business landscape, particularly within the creative industry. According to (Prasath & Yoganathen, 2018) social media marketing represents a contemporary marketing approach capable of reaching a broader market for promoting products or services compared to traditional media. Social media platforms allow people to share experiences, reviews, information, suggestions, and diverse, engaging content while fostering connections with others. Furthermore, this study examined the role of brand awareness as a mediating factor in the influence of social media marketing on purchasing decisions, and the outcomes of this examination were confirmed. To establish a heightened level of brand awareness, companies must adeptly intertwine customer emotions with various marketing communications, encompassing both product attributes and emotionally resonant values (Pebrianti et al., 2020).

Therefore, aside from focusing on social media marketing, business owners must also consider the impact of beauty influencers on purchasing decisions due to their significant role. This study concluded with positive and significant findings, indicating that the influence of beauty influencers holds substantial importance. Additionally, the outcomes highlighted that the impact of beauty influencers was more pronounced on brand awareness. This suggests that proficient beauty influencers reviewing Skintific brand products can significantly enhance purchasing decisions related to the brand. Moreover, brand awareness effectively acted as a mediator in this aspect. Beauty influencers' presence in the marketing sphere enormously captivates consumers, so they play a crucial role in raising awareness about the Skintific brand. Researchers aspire that this study will offer benefits and implications, such as enhanced insights, information, and knowledge for interested parties.

According to the findings of the research above, researchers can offer several beneficial recommendations. Businesses should to initially harmonize their immediate and future marketing objectives while assessing the suitability of their brands and products for promotion through various social media platforms. Subsequently, they should deliberate on enhancing specific segments of their marketing channels to select an appropriate marketing strategy. Lastly, companies should craft consumer personas to identify suitable Key Opinion Leaders (KOLs) to collaborate with and delineate the budget allocated for social media marketing endeavors. Moreover, skincare enterprises can select adept beauty influencers who are eager to innovate and possess substantial expertise in the beauty domain, anticipating a surge in consumer purchasing decisions. The results of this study also contribute to the author's knowledge where by conducting this research the author can have new insights into social media marketing and beauty influencers as well as brand awareness that affects the relationship between these variables which may be useful for the author in the future when entering the business world. However, this study still has limitations on the variables and objects studied. For future research, it is hoped that it can expand or use different variables related to purchasing decisions, such as E-WOM and impulse purchases. In addition, the dimensions of brand equity used in this study are limited to brand awareness. Hence, it is imperative to conduct additional research encompassing aspects such as brand image and brand loyalty within a well-established framework.

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