

**THE IMPACT OF SKINCARE SHORT VIDEO PROMOTION AT
TIKTOK FOR YOU PAGE (FYP) TO THE SKINCARE PRODUCT
PURCHASE DECISION**

FINAL PROJECT

**By
Alfreya Shahla Witono
19021283**



**Undergraduate Program
School of Business and Management
Institut Teknologi Bandung
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The Impact of Skincare Short Video Promotion at TikTok For You Page (FYP) to the Skincare Product Purchase Decision

Alfreyah Shahla Witono

19021283

Undergraduate Program School of Business and Management

Institut Teknologi Bandung

2024

Supervisor: Fitri Aprilianty, S.Si, M.S.M.

ABSTRACT

Skincare industry in Indonesia is projected to grow at a CAGR of 8.9% during 2021-2026 and TikTok is becoming the most social media used to guide people to purchase skincare products. In Indonesia itself, skincare is also having positive trends in terms of user's positive perception towards the TikTok short video, high product sales generated because of TikTok short video contents, and purchased product because of TikTok short video content is also having good quality. However, lately, people in X application gives negative perception and loss of trust with the skincare short video promotion at TikTok For You Page, which also strengthened by conducted research that 92.9% of TikTok users are not directly trust the skincare short video promotion at TikTok For You Page. Therefore, this research intends to identify the TikTok users perception regarding the skincare short video promotion in TikTok For You Page and to understand how the promotion of skincare short videos on the TikTok For You Page influences the decision to purchase skincare products. This research is conducted through qualitative approach by semi-structured interview and quantitative approach by online survey towards 224 TikTok users who ever watch skincare short video promotion at TikTok For You Page and decide to buy the skincare product promoted at least once. The researcher uses open coding to analyze the interview results and use descriptive statistics and PLS-SEM to analyze the survey results. Based on the interview results, if the short video contents are giving the enjoyment, usefulness, and provide easiness, it will be perceived positively by the TikTok users, but if the short video contents possibly to create a functional, information, and time-loss risk, it will be negatively perceived by the users. Based on the PLS-SEM result, Purchase Decision of skincare product is driven by the Perceived Ease of Use and Trust of the skincare short video promotion at TikTok For You Page, mediated by the Purchase Intention and also driven by the product promo, according to the interview result. This finding will give insights to skincare company and skincare product affiliators about type, features, and influencing factors of skincare short video promotion in TikTok For You Page that lead TikTok users to skincare product purchase decision.

Keywords: Skincare, Skincare Short Video Promotion at TikTok For You Page, Purchase Decision

Pengaruh Video Pendek Promosi *Skincare* di TikTok For You Page (FYP) terhadap Pembelian Produk *Skincare*

Alfreya Shahla Witono

19021283

Program Studi Sarjana Sekolah Bisnis dan Manajemen

Institut Teknologi Bandung

2024

Pembimbing: Fitri Aprilianty, S.Si, M.S.M.

ABSTRAKSI

Industri *skincare* di Indonesia diproyeksikan akan tumbuh dengan *CAGR* sebesar 8,9% selama 2021-2026 dan TikTok menjadi media sosial yang paling banyak digunakan untuk memandu pengguna membeli produk *skincare*. Di Indonesia, *skincare* juga memiliki tren positif yang ditunjukkan melalui persepsi positif terhadap video pendek TikTok, penjualan produk yang tinggi karena video pendek TikTok, dan produk yang dibeli karena konten video pendek juga memiliki kualitas baik. Namun, akhir-akhir ini pengguna aplikasi X memberikan persepsi negatif dan hilang kepercayaan terhadap video pendek promosi *skincare* di TikTok For You Page, yang diperkuat dengan hasil penelitian bahwa 92,9% pengguna TikTok tidak memercayai secara langsung video pendek promosi *skincare* di TikTok For You Page. Oleh karena itu, penelitian ini bertujuan untuk mengetahui persepsi pengguna TikTok mengenai video pendek promosi *skincare* di TikTok For You Page dan untuk mengetahui bagaimana video pendek promosi *skincare* di TikTok For You Page memengaruhi keputusan pembelian produk *skincare*. Penelitian dilakukan dengan pendekatan kualitatif melalui wawancara semi-terstruktur dan kuantitatif melalui survei daring terhadap 224 pengguna TikTok yang pernah menonton video pendek promosi *skincare* di TikTok For You Page dan memutuskan untuk membeli produk *skincare* yang dipromosikan setidaknya satu kali. Peneliti menggunakan pengodean terbuka dan PLS-SEM untuk menganalisis hasil penelitian. Berdasarkan hasil wawancara, konten video pendek yang memberikan kesenangan, berguna, dan memberikan kemudahan akan diterima secara positif, tetapi konten video pendek yang menimbulkan risiko fungsional, informasi, dan kehilangan waktu, akan diterima secara negatif oleh pengguna. Berdasarkan hasil PLS-SEM, keputusan pembelian produk *skincare* didorong oleh persepsi kemudahan penggunaan dan kepercayaan terhadap video pendek promosi *skincare* di TikTok For You Page yang dimediasi oleh niat pembelian dan juga didorong oleh promosi produk, berdasarkan hasil wawancara. Temuan ini akan memberikan wawasan kepada perusahaan *skincare* dan *affiliators* tentang jenis, fitur, dan faktor dari video pendek promosi yang mengarahkan pengguna TikTok pada keputusan pembelian *skincare*.

Kata Kunci: *Skincare*, Video Pendek Promosi *Skincare* di TikTok For You Page, Keputusan Pembelian

APPROVAL PAGE

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By

Alfreya Shahla Witono

ID No: 19021283

**A Final Project in Partial Fulfillment
of the Requirement for the Degree of Bachelor of Management**

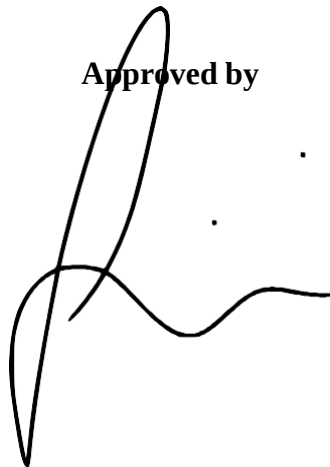
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Approved by



Fitri Aprilianty, S.Si, M.S.M

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CHAPTER 1

INTRODUCTION

1.1 Research Background

By definition, skincare is the use of cosmetic preparations, antiseptics, tonics, lotions, creams, or any other method of massaging, cleansing, stimulating, manipulating, performing noninvasive hair removal, beautifying, or similar result on the body of any person. (North Dakota State Board of Cosmetology, 2019). Not only needed by female, a male also needs skincare on a daily basis, proven by the latest market research by Statista in 2023, 66% of male expected to have clean, flawless, and healthy skin which is free of pimples and other skin disorders by using skincare (Figure 1.1).

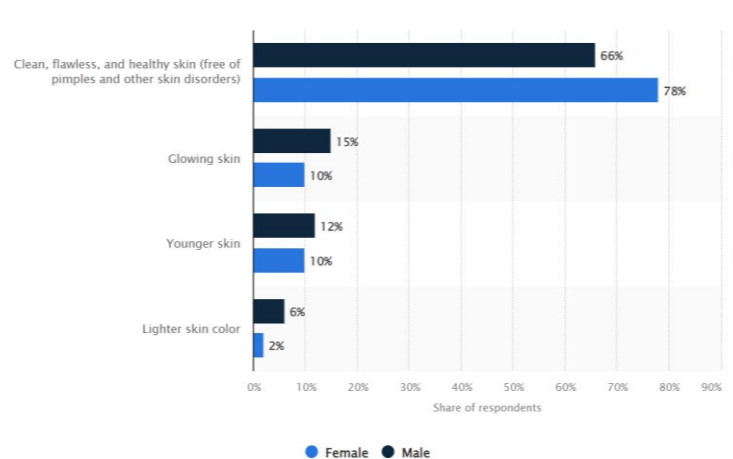


Figure 1.1 Female and male expectations in using skincare products

Other than having no barrier and limitation in terms of gender, skincare products are also used by diverse generations, which are Generation X, Millennial, and Generation Z age groups (Allied Market Research, 2022). Skincare products are the leading worldwide category that covers 41 percent of the global market (Precedence Research, 2023). According to GlobalData Report on 2022, Indonesia itself, specifically in 2021 reported that skincare products are valued at \$1.7 billion and projected to grow at a compound annual growth rate (CAGR) of 8.9% during 2021-2026 as the forecast period and the per capita expenditure (PCE) for skincare product in Indonesia increased from \$2.6 in 2016 to \$3.2 in 2021, predicted to reach \$4.4 by 2026 (Figure 1.2).



Figure 1.2 Projection of per capita expenditure (PCE) for skincare industry in Indonesia during 2016-2026

In order to reach a wider market, skincare brands use several promotional tools to promote their product, one of them is through social media, since it is well-known as one of the promotional media that works well for skincare products and proven to be used by 62% of young people to do the research for beauty products that they want to buy (Spencer, 2023). Recent study by the American Survey for Dermatologic Surgery stated that social media is one of the top three reasons why people buy skincare products (Joshi et al., 2022). Pandemic in 2020 also helps the usage growth of social media to promote skincare products, since people become more aware of their skin treatment because they have spare time during their activities at home and used to look out more from social media trends regarding skincare products, proven by the recent studies that shows 82% of consumers have increased their social media consumption since the beginning of the pandemic (Spencer, 2023).

One of social media that is used is TikTok, as one of popular social media with 126.8 million users in Indonesia based on the latest survey by DataReportal in March 2024, marked as the second highest number of users in the world and the highest number of users in Asia (Figure 1.3). According to an official statement from ByteDance Inc. as the parent company of TikTok, it was officially launched in Indonesia in September 2017.

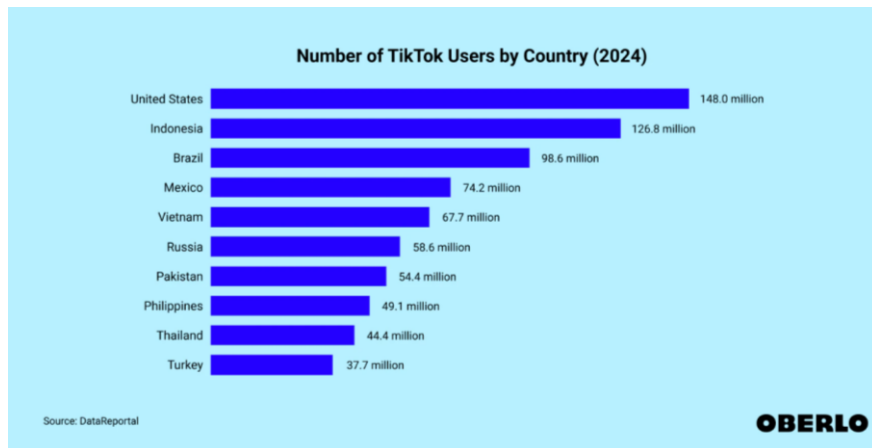


Figure 1.3 Highest number of TikTok users by Country in March 2024

According to the TikTok July 2022 Official Booklet, TikTok is a social media destination for short mobile videos that give people freedom to express themselves through short video content. Their purpose is to capture and showcase the world's creativity, knowledge, and moments, simply just from mobile phones. Four simple steps in creating a short video in TikTok just need to edit, shoot, share, and discover the video that they prefer (Figure 1.4) and personalized through For You Page (FYP). In terms of business and marketing strategy, this application provides so many features that make it easier both for brand and users to share and get information through a short video only, as like:

1. Top View, a 60-seconds duration interactive full screen ads that firstly appears in the For You Page when we open TikTok application that mentions a clear brand message and enhances engagement.
2. Hashtag Challenge, inviting TikTok creators to engage with brand-friendly music and actions so it increases user engagement, builds bonds between brands and users, and it is useful for marketing campaigns.
3. In-Feed ads, targeting and reaching users through personalized For You Page that appear alongside with User-Generated Content (UGC). Users can also click to app stores, advertiser's website, or account. In-Feed ads also use Return on Investment (ROI) to make advertisers track the performance.
4. Branded Effect, in-app branded interactive stickers to create a smooth user engagement and improve brand image.

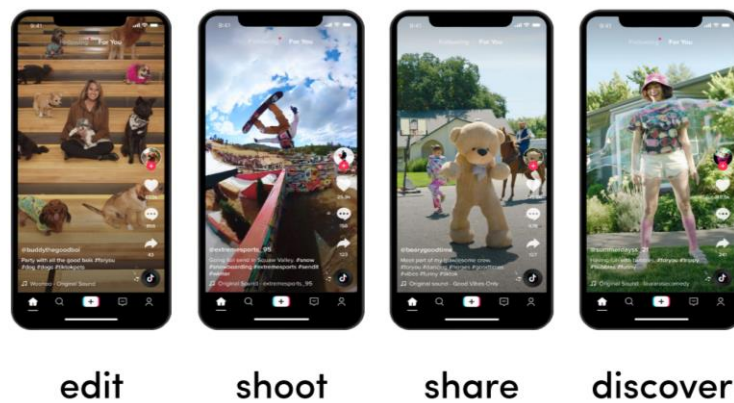


Figure 1.4 How users can create short video on TikTok

Based on global survey results regarding social media influencer in 2022, 89% of TikTok users purchased beauty products that they saw on the app (Figure 1.5), which shows the highest share of users, compared to other social media which are Instagram in 66%, Facebook in 59%, and Twitter in 56% (StyleSeat, 2022). It concludes that TikTok is having positive trend in the beauty industry.



Figure 1.5 Percentage of Social Media Impacts to Beauty Product Purchase

According to the latest observation through TikTok application in September 24th, 2023, there are already 247.9 billion views short video that uses hashtag #skincare. It means that there are many users who are often to look out for skincare related short videos through TikTok, specifically in For You Page that really helps them to discover and explore infinite stream of short videos with various trends and categories regarding skincare by the usage of one hashtag itself (Facca et al., 2022).

In TikTok Indonesia itself, there are many types of skincare short video promotion that we can find in For You Page, such as new product launch from brand, discount announcement, skincare product introduction, and review from the skincare users as the most found type of

video shown in For You Page (Figure 1.6). It comes from several notable skincare brands like Somethinc, Skintific, Rose All Day, and The Originote.



Figure 1.6 Type of skincare product promotion in TikTok short video

According to Zhang and Lim (2022), type of interactive content in Beauty and Personal Care products that usually appear on For You Page, are:

- using good cinematography by using the camera effects and techniques advertisers that are able to showcase products while aligning with the brand personality. The example types of videos that can implement this are Test-it Out when creators try on the product directly and Product Showcase when it is the product focused video (Figure 1.7),

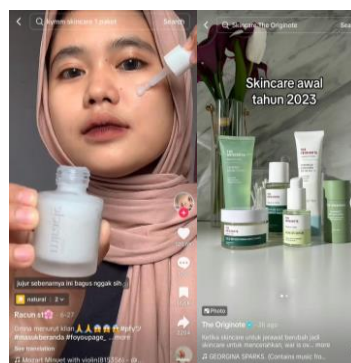


Figure 1.7 Test-it Out & Product Showcase Video Type

(<https://vt.tiktok.com/ZSNMVwKBG/> & <https://vt.tiktok.com/ZSNMVWLGF/>)

- using graphics and text, using animation, and keeping up with the video trends (Figure 1.8),

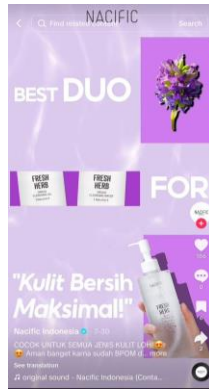


Figure 1.8 Animation-based with Graphic & Text Video Type

(<https://vt.tiktok.com/ZSNMqJSfq/>)

- engaging content, such as video that responding to viewers comment in previous video, Skincare Hauls, and Get Ready With Me (Figure 1.9),

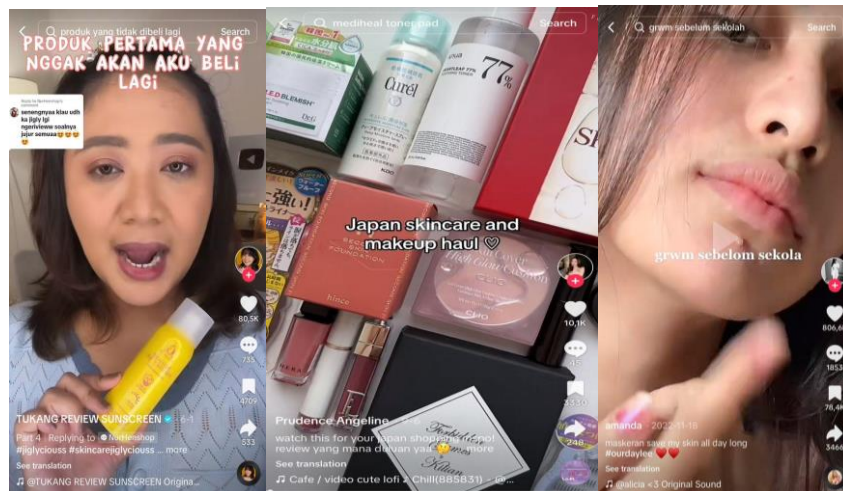


Figure 1.9 Engaged-content Video Type

(<https://vt.tiktok.com/ZSNMV3Sd8/>, <https://vt.tiktok.com/ZSNMVwRvW/>,
,<https://vt.tiktok.com/ZSNMVoPJU/>)

- videos that using Trending Background Music on TikTok,
- build trust to create the strong bond that exists within the TikTok communities, for example Product Comparisons when creators compare the product result from a brand and the other and Before-After when creators show the transformation before and after using the promoted product (Figure 1.10), and

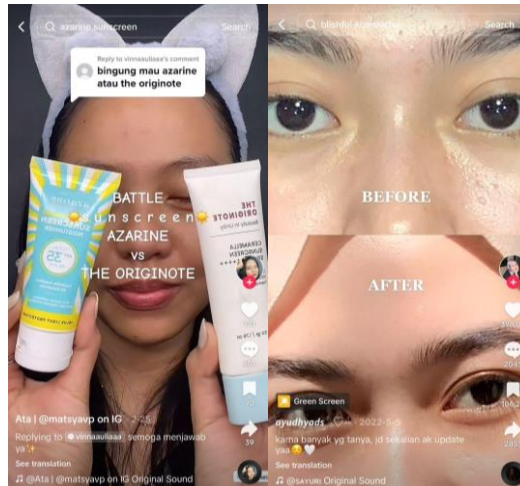


Figure 1.10 Build trust Video Type

(<https://vt.tiktok.com/ZSNMqDJk/> & <https://vt.tiktok.com/ZSNMq6Rx/>)

- add value in the video, through several types of video themes, such as Product Review, Problem and Solution, Skincare Hacks, and Skincare Routines (Figure 1.11).



Figure 1.11 Add value Video Type

(<https://vt.tiktok.com/ZSNMqXyYr/>, <https://vt.tiktok.com/ZSNMbJDKU/>,
<https://vt.tiktok.com/ZSNMqbS2j/>, <https://vt.tiktok.com/ZSNMq4A1H/>)

Skincare product introduction and review through TikTok impacts positively for several skincare brands, one of the examples is Indonesia skincare brand, Vells Beauty, from their experience, after promoting, introducing, and reviewing their product through TikTok short video that goes to viral in For You Page, Vells Beauty succeed to sold more than thousand pieces of product in a day (Media Indonesia, 2023). The example of the Vells Beauty short video that goes viral with 1.1 million of likes on TikTok is shown in Figure 1.12, showing the

creators try-on the product that they offer to the customer and give the before-after sensation in using the products.



Figure 1.12 One of Vells Beauty Product Introduction and Review TikTok FYP Content

(<https://vt.tiktok.com/ZSNM2gQKw/>)

It is also proven from the comment sections that showing how several users feel satisfied with skincare product reviews from For You Page (Figure 1.13).

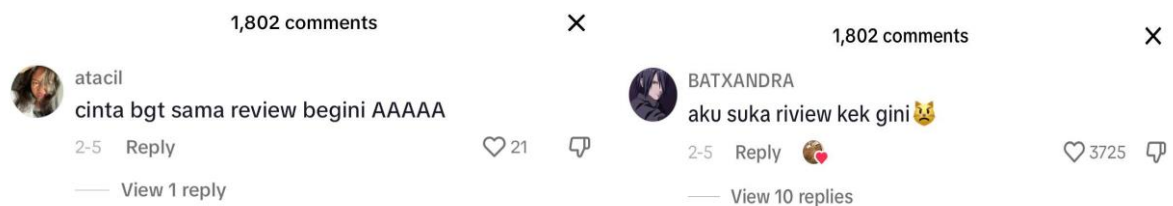


Figure 1.13 How TikTok users feel helpful with the skincare product review from creators

Not only showing up in the TikTok's skincare product review content on For You Page made by the creators, there are also positive comments coming from the short video content that was made by the skincare brand itself. It shows that they have a nice experience during the product usage from the certain brands. (Figure 1.14)



Figure 1.14 How TikTok users feel good experience in using product from certain skincare brand

There are also several studies proving a positive trend of TikTok content to the skincare product purchasing. First studies conclude that both product review and viral marketing for local skincare products on TikTok impacted positively and significantly on the skincare product purchase intention (Anissa & Tobing, 2022). Another thing, it explains that marketing communication conducted by famous skincare brand, Somethinc, that often promotes their products through TikTok, positively influence to the Somethinc product purchase interest. When the better marketing communication created by the brand, so the purchase interest will be higher. (Maharani & Sumadi, 2023). One of recent studies shows TikTok promotion through video, product review, and celebrity endorsement by one of Indonesia skincare brands, which is Erto's Beauty Care, showing the effectiveness in skincare product purchasing (Sugiarti et al., 2022). Recent studies also show that respondents who did not intend to buy a product at first ended up buying the product spontaneously because they saw video advertisements in TikTok For You Page and product reviews by influencers (Edwy et al., 2023).

Based on the phenomenon and previous studies mentioned above, it shows how skincare short video promotions at TikTok For You Page, both from creators or skincare company, shows a positive trend and plays an important role in order to influence many people in the purchase decision of skincare product (Gita et al., 2023 & Dahlgren & Enshagen, 2023). They also having a good experience after using those purchased skincare products (Rahmawati, 2023).

1.2 Problem Statement

TikTok is well-known to be proven in studies and social phenomenon to have a positive influence on skincare product purchasing through short video content, but lately, it shows that TikTok For You Page is becoming more untrusted from the user's side. People in X (previously known as Twitter) giving several comments through their tweets regarding negative perception of TikTok For You Page short video content for skincare products. According to their opinions, there are two main reasons why it is happening in their experience.

1. Video algorithm of certain skincare brands

Many people said that recently the videos that appear in For You Page are only dominated by two specific skincare brands, one of them is Skintific and the other is The Originote. They try to find various skincare brand short video promotions, but they find that their For You Page is full of those two brands only. There are some people who said that this is part of TikTok For You Page algorithm and the high number of paid advertisements by those two brands, makes those brand videos always appears on their TikTok For You Page. Some of them also said, the For You Page is very seldom to show up product promotion for certain skincare products that they expect to appear when they scroll the For You Page (Figure 1.15).



Figure 1.15 People's tweeting about TikTok FYP skincare brand domination

2. Untrusted skincare product reviews

People are also concerned with the video type of skincare product review that shows too many same-pattern videos that are suspected as part of brand buzzers, many paid advertisements, not showing their skin type and full skin treatment in promoting skincare products, and many invalid claim product recommendations after they use the product itself (Figure 1.16)



Figure 1.16 People's tweeting about untrusted skincare product review in TikTok FYP

It is also strengthened by the result of the conducted research for TikTok users who are ever watching skincare short video promotion at TikTok For You Page and decide to buy the skincare product at least once and shows that 208 from 224 respondents (92,9%) are not directly trusting skincare short video promotion in TikTok For You Page (Figure 1.17), based on the respondents answers from question "Apakah Anda langsung percaya terhadap video promosi skincare di TikTok For You Page? (Do you directly trust skincare short video promotion at TikTok For You Page?)".

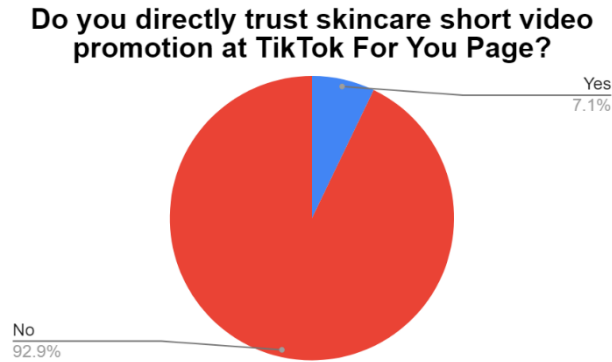


Figure 1.17 Research result regarding Skincare Short Video Promotion in TikTok FYP trust from user's side

It shows that the higher people's negative perception about skincare short video promotion at TikTok For You Page, impacted the lower people's trust with the short video itself (Bungkang, 2019). The lower people's trust, the lower consumer willingness to make a purchase decision of those skincare product (Mahliza, 2020).

In conclusion, right now, some people give their negative perception and loss of trust with skincare product promotion in TikTok For You Page. It is becoming an issue for skincare companies and skincare product affiliators (people who promote a brand's product and will get commissions based on the number of products sold) who are actively promoting the skincare product in TikTok to gain revenue, since short video promotion is becoming one of the promotional media that they use to attract the viewers to purchase the skincare product and if TikTok user who watch their promotional contents are perceived negatively to the short video contents itself, it will negatively influences to the people's trust and to the skincare product purchasing decision. In this research, researcher want to conduct the research and analyze what TikTok users actually perceive regarding skincare short video promotion at TikTok For You Page and its influence on the skincare product purchase decision, so the skincare company and skincare product affiliators can understand about what type of short video promotion that can perceived positively by the TikTok users and can leads users directly to the purchase decision of skincare product.

1.3 Research Question

Based on the research background stated above, there are two main problems that need to be analyzed more:

1. What is the perception of TikTok users regarding the promotion of skincare short videos on the TikTok For You Page?
2. Does the promotion of skincare short videos on TikTok For You Page influence purchasing decisions for skincare products?

1.4 Research Objective

- To identify the TikTok users perception regarding the skincare short video promotion in TikTok For You Page.
- To understand how the promotion of skincare short videos on the TikTok For You Page influences the decision to purchase skincare products.

1.5 Scopes and Limitations

This research object will be focused on TikTok short videos that promote skincare products from famous brands in Indonesia, which are Skintific, The Originote, Somethinc, Avoskin, Azarine, Scarlett Whitening, Bioaqua, Rose All Day, Barenbliss, BLP Beauty, PinkFlash, Somebymi, Pyunkang Yul, ESQA, Wardah Beauty, Everpure, Luxcrime, Mad For Makeup, Biolage, NuFace, COSRX, Dear Me Beauty, Y.O.U, Stacey, Focallure, Garnier, and Maybelline that influence the TikTok users to buy products from those brands. The target research will come from Indonesian TikTok users that ever watch the short video promotion in TikTok For You Page from those brands and decide to buy the product at least once. The TikTok video that will be chosen as the focused object is the skincare product introduction and review.

The time limitations of this research object will limit to the TikTok users who are buying skincare products because of the skincare short video promotion in September - November 2023, but the whole process of research itself will be conducted from August 2023 to May 2024.

1.6 Writing Structure

This research consists of five chapters that follow a systematic framework to provide a concise explanation of research and help the reader understand the context. Each of chapters includes several chapters below:

Chapter 1: Introduction

This chapter will explain about the issue and purpose of this study. The components of this chapter are consisting of Research Background, Problem Statement, Research Questions, Research Objectives, Scopes and Limitations.

Chapter 2: Literature Review

This chapter will explain about the theories, conceptual frameworks, principles, and previous research findings that provide supports for the study. References that use in this chapter are journals, books, internet, and other relevant references.

Chapter 3: Methodology

This chapter will outline the methodology that will be use through the research, starting from the data collection design and the detail of methodology used during the research, so it helps to answer the research questions.

Chapter 4: Data Analysis

This chapter will analyze the most essential part of this research that shows the data analysis results and discussions. In this part, both research questions should be answered with the detail and clear reason and explanation.

Chapter 5: Conclusion and Recommendation

This chapter is the end part of the research. It will provide an explanation of the research summary and conclusion. Additionally, it also explains how the research objective can be answered from the research process. Researcher will also give the marketing recommendations that supported from the research result to the skincare company and skincare product affiliators.

CHAPTER 2

LITERATURE REVIEW

2.1 TikTok For You Page

TikTok trends always refer to the For You Page (or called as FYP) which is part of the TikTok algorithm to show the content on the user's homepage and as part of the creator's goal to gain many viewers and followers (Nurhabibah et al., 2023). FYP, which is known as the "endless stream of videos that are unique like the fingerprint that will be more related and adjusted as long as we scroll on it" and shows up the personalized content that is delivered to each individual user (Elvidge, 2022). This feature is what makes TikTok famous as well, since it is part of the User-Generated Content (UGC) that can be try and access it for free, makes everyone can be the "artist" with the gained exposure, through a simplicity of creating the content (Hasanah et al., 2022). The video can get easier to appear on user's FYP when they are using relevant hashtags, trend music, and routinely to post videos as many as possible (Nair et al., 2022).

2.2 Perceived Playfulness

Perceived playfulness is the perceived hedonic value that is increased by fun, excitement, creativity, and pleasure that results from the system utilization (Çelik, 2011). Another definition, perceived playfulness, defines the degree to which individual perceives that they are paying attention to the interaction, curious during the interaction, and finds the interaction to be pleasurable, and fascinating (Moon and Kim, 2001). Perceived playfulness consists of the following criteria, which are spontaneity that consists of social, physical, and cognitive, manifest joy that consists of laughter, pleasure, preference, and sense of humor that consists of joking and entertaining (Lieberman, 1977). Playfulness in TikTok consists of memes and elements provided by TikTok platform, for example special effects, techniques to highlight the video, and redesign the video that exists by adding additional effects (Reijmerink, 2022). The natural adoption of specific behaviors from an interesting content that they see is a favorable sentiment, specifically in the context of TikTok, people intend to be more interested with short and attractive videos and perceived playfulness is proven to be the critical indicator of whether people can adapt to the new technological behaviors with the new digital innovation, one of them is from what TikTok brings to their feature (Hasanah et al., 2022).

2.3 Perceived Usefulness

Perceived usefulness is the individual conviction that utilizing specific information system or technology will improve their job performance, or in brief definition, it is a conviction that using an application will boost one's performance (Chen et al., 2011). Perceived usefulness in the context of shopping is refers to the advantages and long-term benefits we perceive after purchases, for example when we look at the affordable product price while we also get the low cost from searching product information online (Moslehpour, 2018), product promo that is offered (Harianto & Ellyawati, 2023), and customer purchase behavior based on the needs and wants of the product (Durgabhavani & Krishnan, 2019). There are five indicators of perceived usefulness, which are being fast or quick, time saving, effort saving, cost reducing, and overall usefulness (Guritno & Siringoringo, 2013). In the latest research, it shown that perceived usefulness is viewed as individual's belief that using TikTok application will improve their performance on a daily basis and it is proven that perceived usefulness significantly influences people's intention to use TikTok as their social media (Sharabati et al., 2022).

2.4 Perceived Ease of Use

Perceived ease of use describes the people's perception that using technology will have no require specific effort, so when the ease of using technology is increasing, their intention in using that technology will also increase (Burgess & Worthington, 2021). Perceived ease of use has several indicators, which are the easiness to learn, the easiness to meet expectation, the easiness to become skillful, and the easiness to do transactions (Hubert et al., 2017). Perceived ease of use in TikTok application measures by how easy the application can be learned, understood, and effortless in use (Halim et al., 2022).

2.5 Subjective Norms

Subjective norms refers to the perception that important person or group of people will agree and support several behaviors that are determined by perceived social pressure from the others to behave in a particular way with intention to behave like what people used to do (Ham et al., 2015). Subjective norms are the combination between the person's normative belief that refer to the possibility of whether it is important to accept or deny the behavior with motivation to comply the assessment about how important the approval from the others (Peters & Templin, 2010). Subjective norms divided by two contexts, which are descriptive norms when everyone already try TikTok application while spend most of the time on that and injunctive norms when

the one who already become TikTok users, will ask everyone surround them to use it also (Manning, 2009).

2.6 Perceived Risk

Perceived risk is the possibility of negative outcome for any product purchase decision that can be subjectively solve once the customer aware with the risk itself, results from the uncertainty in decision making and the importance of consequences from any failed risk (Bungkang, 2019). According to research by Lu et al. (2005), perceived risk included physical risk (risk to individual's safety, physical health, wellbeing), functional risk (product or service might not performs as expected), social risk (individual's ego and how others will perceive out behavior), time-loss risk (activity will wasting time), financial risk (product or service will not worth the financial price), opportunity cost risk ("the best alternative" possibly would not be chosen because there is a previous choice), and information risk (possibility of false information being shared). Based on latest research, it shown that it is influencing consumer attitudes toward online shopping and becoming the most important part in shopping, the smaller perceived risk, the consumer attitude towards online shopping will be better, but the higher perceived risk, so it will reduce the consumer trust to make purchase (Marza et al., 2018). Along the day, number of TikTok's application download in Indonesia is increased and it is also supported by the data owned by Indonesian, but there are so many cases that the data can be carried by the online sellers in TikTok, so it is become concerning to form the online fraud cases (Safa'atin et al., 2023).

2.7 Trust

Trust involves cognitive, affective, and behavioral components, covers the perceived vulnerability from the uncertainty of motives, intentions, others' prospective activity, and involves the decision or choice among several actions (Li & Betts, 2003). In TikTok, trust is having an essential role because of the high level of uncertainty that is felt because of the lack of face-to-face interaction through offline and comments from the users (Ruangkanjanases, 2022). The authenticity in the TikTok For You Page tends to be more trusted and impacted to the product or service buying when it reaches the interest of the target (Atwell, 2023).

2.8 Purchase Intention

Purchase intention is defined as the decision-making process that studies customer's motivation to purchase a particular product (Shah et al., 2012). Since purchase behavior is

becoming the essential part of customer to access and evaluate the product that they want to purchase, purchase intention is known as the complex process, related to the behavior, perceptions, and attitudes of consumers (Mirabi et al., 2015). Purchase intention also happens between the evaluation stage and purchase decision when customer makes rank of brand and preferences (Yones & Muthaiyah, 2023). There are several considerable factors in the purchase intention stage, consists of product information, trust, cultural differences, perceived quality, and perceived risk (Hajli et al., 2017). Emotional, entertaining, and informative short video advertisements in TikTok as three dimensions of video can build the consumer behavior, through engagement with the post, as like through like, comment, share, open, follow, click, or simply just views the video, that can be impacted to the purchase intention (Araujo et al., 2022).

2.9 Purchase Decision

Purchase decision is the result of customer cognitive process that help consumers to identify the needs, options generated, then end with the person's choice with specific product or brand (Ntapiapis & Özkardeşler, 2020). There are five steps in the customer purchase decision, starting from the problem identification, searching the information, alternatives comparison, final purchase, and ending with the post-purchase behavior (Prasad & Garg, 2019). Dominant factors that lead to the purchase decision are the need of the product, how the sellers can offer the product attractively, and social media (Setyawan & Prativi, 2021).

2.10 Hypothesis Development

2.10.1 Perceived Playfulness towards Trust

Affective reactions, such as emotion or enjoyment influences the integrity-related cognitive views (Sun & Zhang, 2006). Furthermore, consumer's initial affective reaction leads them to consistent information that is associated with cognitive perception of integrity (Mattila & Wirtz, 2001). According to Lin et al. (2022) and Wahab et al. (2011), perceived playfulness is same with perceived enjoyment, because by the definition, perceived enjoyment is also defined as how the activity can give pleasure and joy, same with the perceived playfulness.

Table 2.1 Perceived Playfulness towards Trust using Journal Matrix

Title	Objective	Measure	Research Findings
The effects of perceived enjoyment and perceived risks on trust formation and intentions to use online payment systems: New perspectives from an Arab country (Rouibah et al., 2016)	To know the factors that impact the intention to adapt new online payment system (CashU.com) by meditation of trust perceptions in an Arab national context, Kuwait.	- Customer trust - Perceived risk - Perceived enjoyment - Personal innovativeness - Propensity to trust - Familiarity - Presence of third-party sales - Adoptions intentions	Perceived enjoyment positively influences customer trust .
Customer self-service systems: The effects of perceived Web quality with service contents on enjoyment, anxiety, and e-trust (Hwang & Kim, 2007)	1. To investigate how e-trust in self-service systems and affective variables on e-commerce clients are affected by perceived Web quality with service contents. 2. To assess how affective variables (enjoyment and anxiety) of system users influences multi-dimensional e-trust, based on the human–computer interaction	- Perceived web quality - Enjoyment - Anxiety - e-Trust	Perceived enjoyment positively impacted the e-trust .

Title	Objective	Measure	Research Findings
	insight. 3.To assess the positive and negative mediation effects of affects in the relationships between perceived Web quality and e-trust, based on the IS, marketing, and psychology theories.		
The Effect of Perceived Ease of Use and Perceived Enjoyment on Customer Trust and Loyalty in Online Food Delivery Service (Kurniawan & Tankoma, 2023)	To understand the influence from perceived ease of use and enjoyment towards customer loyalty in the online food delivery service industry in Indonesia, with trust as a mediating variable.	- Perceived ease of use - Perceived enjoyment - Trust - Loyalty	Perceived enjoyment is one of the most important factors that increase the trust of online food service usage, so it has a positive influence.
The Mediating Role of Customer Satisfaction in the Effect of Perceived Enjoyment on Customer Trust In Online Investment Application (Hanif et al., 2024)	To know the influence of perceived enjoyment towards trust in online mutual fund investors through customer satisfaction with the Bibit mutual fund application.	- Perceived enjoyment - Customer satisfaction - Trust	Perceived enjoyment positively and significantly impacted the customer trust .

According to Table 2.1, it shows that perceived playfulness is having a significant and positive influence on trust. Therefore, this research will test whether perceived playfulness in skincare short video promotion at TikTok For You Page will influences to the trust with hypothesis as follow:

Hypothesis 1: Perceived playfulness positively influences trust

2.10.2 Perceived Usefulness towards Trust

Perceived usefulness increases the consumers' shopping by enhancing the efficiency and trust in the chosen platform and seller, through selective choices in product category, source of product, and platform to buy (Primanda et al., 2020).

Table 2.2 Perceived Usefulness towards Trust using Journal Matrix

Title	Objective	Measure	Research Findings
The Role of Perceived Usefulness and Perceived Ease-of-Use Toward Satisfaction and Trust which Influence Computer Consumers' Loyalty in China (Wilson et al., 2021)	To test the directly or indirectly impact of both perceived usefulness and perceived ease-of-use to the consumers' loyalty in China computer industry, through satisfaction and trust.	- Perceived usefulness - Perceived ease of use - Customer satisfaction - Trust - Customer loyalty	Perceived usefulness positively impacted to the trust .
How Trust Leads to Online Purchase Intention Founded in Perceived Usefulness and Peer Communication	To know the certain factors on social media that leads to the purchase intention of fashion-related products, focusing on	- Trust - Online purchase intention - Peer communication - Perceived	Perceived usefulness positively impacted the trust towards the brand.

Title	Objective	Measure	Research Findings
(Harrigan et al., 2021)	the role of trust.	usefulness - Atmospheric cues - Privacy concerns	
The Role of Trust on Perceived Usefulness and Perceived Ease of Use toward Purchase Intention among Yogyakarta's Students (Primanda et al., 2020)	To know the effects of online consumer reviews to the consumers' trust and purchase intention.	- Perceived usefulness - Perceived ease of use - Trust - Purchase intention	Perceived usefulness significantly impacted trust . The higher the usefulness value, the higher consumer trust.
Model of Consumer Trust: Analysis of Perceived Usefulness and Security toward Repurchase Intention in Online Travel Agent (Larasetiati & Ali, 2019)	To test and understand the effect of perceived usefulness and security on consumer trust to the repurchases intention of online travel agent industry.	- Perceived usefulness - Security - Trust - Online travel agent - Repurchase intention	Perceived usefulness significantly impacted the trust .

According to Table 2.2, it shows that perceived usefulness is having a significant and positive influence on trust. Therefore, this research will test whether perceived usefulness in skincare short video promotion at TikTok For You Page will influences to the trust with hypothesis as follow:

Hypothesis 2: Perceived usefulness positively influences trust

2.10.3 Perceived Ease of Use towards Trust

Prior studies by Kurniawan & Tankoma (2023) mentioned that if people can be easier in terms of using and understanding the platform, the relationship between business and consumer can be well-maintained and there will be trust built between both parties, since consumers are confident with the business sincerity.

Table 2.3 Perceived Ease of Use towards Trust using Journal Matrix

Title	Objective	Measure	Research Findings
The Role of Perceived Usefulness and Perceived Ease-of-Use Toward Satisfaction and Trust which Influence Computer Consumers' Loyalty in China (Wilson et al., 2021)	To test the directly or indirectly impact of both perceived usefulness and perceived ease-of-use to the consumers' loyalty in China computer industry, through satisfaction and trust.	- Perceived usefulness - Perceived ease of use - Customer satisfaction - Trust - Customer loyalty	Perceived ease of use positively impacted the trust .
The Role of Trust on Perceived Usefulness and Perceived Ease of Use toward Purchase Intention among Yogyakarta's Students (Primanda et al., 2020)	To know the effects of online consumer reviews to the consumers' trust and purchase intention.	- Perceived usefulness - Perceived ease of use - Trust - Purchase intention	Perceived ease of use positively impacted the trust . The higher the ease of use variable, the higher the consumer's trust.
The Effect of Perceived Ease of Use and Perceived	To understand the influence from perceived ease	- Perceived ease of use - Perceived	Perceived ease of use positively impacted the

Title	Objective	Measure	Research Findings
Enjoyment on Customer Trust and Loyalty in Online Food Delivery Service (Kurniawan & Tankoma, 2023)	of use and enjoyment towards customer loyalty in the online food delivery service industry in Indonesia, with trust as a mediating variable.	enjoyment - Trust - Customer loyalty	trust.
The influence of perceived ease of use and perceived usefulness on trust and intention to use mobile social software (Chinomona, 2013)	To examine the influence of user's perceived mobile social software usefulness, ease of use on their trust in the mobile social software, and eventual use.	- Perceived usefulness - Perceived ease of use - Trust - Intention of use	Perceived of use positively impacted trust.

According to Table 2.3, it shows that perceived ease of use is having a significant and positive influence on trust. Therefore, this research will test whether perceived ease of use in skincare short video promotion at TikTok For You Page will influence to the trust with hypothesis as follow:

Hypothesis 3: Perceived ease of use positively influences trust

2.10.4 Subjective Norms towards Trust

Subjective norms play important roles to build the trust for people to adapt new behavior, since people may decide how they behave by considering how they think the other people will perceive their actions (Gong et al., 2019).

Table 2.4 Subjective Norms towards Trust using Journal Matrix

Title	Objective	Measure	Research Findings
Subjective Norms, Dispositional Trust, and Initial Trust Development (Jeffries, 2016)	To know the impact of subjective norms, dispositional trust, and perception of others behavior to the development of trust.	- Dispositional trust - Subjective norms - Perception of other's behavior - Trust	Subjective norms positively impacted the trust .
Trust or Consequences? Causal Effects of Perceived Risk and Subjective Norms on Cloud Technology Adoption (Ho et al., 2017)	To analyze the contributory effect of perceived risk and subjective norms to the users' trust intention to adopt Cloud technology.	- Intention to trust - Knowledge - Attitude - Perceived behavioral control - Perceived risk - Subjective norms	Subjective norms positively affected to the trust of adopting Cloud technology.
Factors Influencing the Adoption of Online Health Consultation Services: The Role of Subjective Norm, Trust, Perceived Benefit, and Offline Habit (Gong et al., 2019)	To understand the factors that influenced and the routes of people's want to adopt OHCS by the usage of extended valence framework, which adds the novel benefaction of incorporating offline habit and subjective norm to the model.	- Perceived risk - Perceived benefit - Trust in providers - Subjective norm - Offline habit - Adoption of OHCS	Subjective norms have a positive impact on trust in OHCS providers.

Title	Objective	Measure	Research Findings
Trust on The Web : The Power of Subjective Norms across Cultures (Hitosugi, 2011)	To prove that subjective norms have an important role in online trust formation.	- Subjective norms - Culture - Disposition to trust - Institutional trust - Trusting beliefs - Intention to trust	Subjective norms positively impacted every trust construct in the model and becoming the strongest direct effect.

According to Table 2.4, it shows that subjective norms are having a significant and positive influence on trust. Therefore, this research will test whether subjective norms in skincare short video promotion at TikTok For You Page will influences to the trust with hypothesis as follow:

Hypothesis 4: Subjective norms positively influences trust

2.10.5 Perceived Risk towards Trust

When people believe with the platform's credibility and reliability, consumers will be more likely to share their own personal information, since it reduces the consumer's concern regarding privacy and security and builds trust with the site (Wanda, 2018).

Table 2.5 Perceived Risk towards Trust using Journal Matrix

Title	Objective	Measure	Research Findings
The Influence of Perceived Risk towards Trust and Its	1. To recognize and clarify the impact between	- Perceived risk - Trust - Purchase	Perceived risk has a significant negative impact

Title	Objective	Measure	Research Findings
Impact on Purchase Intention (Wanda, 2018)	perceived risk and trust, impact between perceived risk and purchase intention. 2. To understand and clarify the relationship between trust and purchase intention.	intention	towards customer's trust .
The effect of perceived risk on online shopping through trust and WOM (Durmus et al., 2017)	To know the impact of perceived risk to the online purchase intention through WOM and trust issues.	- Dimensions of perceived risk (Financial Risk, Product Risk, Time Risk, Delivery Risk, Social Risk, Information Risk) - WOM - Trust - Purchase intention	Perceived risk negatively impacted the trust .
Exploring consumer perceived risk and trust for online	1. To identify the part of perceived risk and trust as the most essential	- Perceived usefulness - Perceived ease	Perceived risk has a negative influence on trust

Title	Objective	Measure	Research Findings
payments: An empirical study in China's younger generation (Yang et al., 2015)	factors that influencing consumer behavior of online payment. 2. To identify and classify perceived risk to systematic and transactional based on their different roles in affecting trust.	of use - Perceived risk - Trust - Trust beliefs	in the online payment.
Trust or Consequences? Causal Effects of Perceived Risk and Subjective Norms on Cloud Technology Adoption (Ho et al., 2017)	To analyze the contributory effect of perceived risk and subjective norms to the users' trust intention to adopt Cloud technology.	- Intention to trust - Knowledge - Attitude - Perceived behavioral control - Perceived risk - Subjective norms	Perceived risk negatively impacted to the trust of adopting Cloud technology.

According to Table 2.5, it shows that perceived risk is having a negative influence on the trust. Therefore, this research will test whether perceived risk in skincare short video promotion at TikTok For You Page will influence to the trust with hypothesis as follow:

Hypzothesis 5: Perceived risk negatively influences trust

2.10.6 Trust towards Purchase Intention

Trust plays an important role on how customers can feel satisfied and fulfill their outcomes' expectation during a transaction, if the consumer's trust is higher, so it also will increase trust on purchase intention (Ling et al., 2010).

Table 2.6 Trust towards Purchase Intention using Journal Matrix

Title	Objective	Measure	Research Findings
The influence of corporate image, relationship marketing, and trust on purchase intention: the moderating effects of word-of-mouth (Lin & Lu, 2010)	To investigate the impact of corporate image and relationship marketing to the trust, the effect of trust towards purchase intention, and the effect of word-of-mouth towards purchase intention.	- Corporate image - Commodity image - Functional image - Institution image - Structural and financial relationship - Structural relationship marketing - Trust - Word of mouth - Purchase intention	Trust has a positive influence towards purchase intention .
Exploring Factors That Affect Usefulness, Ease Of Use, Trust, And Purchase Intention In The Online Environment (Cho & Sagynov, 2015)	To examines impact of several factors, which are: 1. product information, price, convenience, and perceived product or service quality towards perceived usefulness; 2. convenience, perceived product or service quality, and desire to shop without a	- Product information - Price - Convenience - Perceived product or service quality - Perceived usefulness - Desire to shop without a salesperson	Trust significantly result to positive effect on behavioral intention to shop online.

Title	Objective	Measure	Research Findings
	salesperson towards perceived ease of use; 3. perceived ease of use towards perceived usefulness, 4. perceived ease of use and usefulness on intentions towards shop online, and 5. trust on purchase intentions.	- Perceived ease of use - Trust - Intention to shop online	
The Effects of Shopping Orientations, Online Trust and Prior Online Purchase Experience toward Customers' Online Purchase Intention (Ling et al., 2010)	To criticize the relationship of shopping orientations, online trust, and previous online purchase experience to the purchase intention.	- Impulse purchase intention - Quality orientation - Brand orientation - Online trust - Prior online purchase experience - Purchase intention	There is a positive relationship between online trust and purchase intention.
The mediating role of consumer trust in an online merchant in predicting purchase intention (Hong &	To look into how consumer trust in the online retailer impacts the links between perceived risk factors	- Perceived risk - Trust - Purchase intention	Trust has a positive relationship towards purchase intention. When

Title	Objective	Measure	Research Findings
Cha, 2013)	and purchase intention : without and with mediation effect.		the consumer's trust is higher, so the purchase intention will be higher.

According to Table 2.6, it shows that trust is having a significant and positive influence on the purchase intention. Therefore, this research will test whether trust in skincare short video promotion at TikTok For You Page will influence to the purchase intention with hypothesis as follow:

Hypothesis 6: Trust positively influences purchase intention.

2.10.7 Perceived Playfulness towards Purchase Intention

Perceived playfulness is an important factor of purchasing because it is significantly influenced by the user's emotion values obtained from the use of in-app offers and it is directed to make the purchase (Yuensuk, 2022).

Table 2.7 Perceived Playfulness towards Purchase Intention using Journal Matrix

Title	Objective	Measure	Research Findings
How Effective is FYP (ForYouPage) Campaign for Business Contents on in Indonesia? (Hasanah et al., 2022)	To assess how TikTok social media marketing impact customers' purchase intention with two independent variables being assessed, which are perceived	- Perceived playfulness - Perceived usefulness - Purchase intention	Perceived playfulness is the most essential factor that influences customers' purchase intention .

Title	Objective	Measure	Research Findings
	playfulness and perceived usefulness.		
Influence of social norms, perceived playfulness and online shopping anxiety on customers' adoption of online retail shopping : An empirical study in the Turkish context (Çelik, 2011)	To investigate the links between subjective norm, online shopping anxiety, and perceived playfulness, and the variables of technology acceptance model (TAM) related with customer's online shopping intentions in an international environment.	- Subjective norm - Online shopping anxiety - Perceived playfulness - Perceived usefulness - Perceived ease of use - Online shopping intentions	Perceived playfulness has a positive influence on intentional shopping in Turkey.
Factors Affecting Attitudes and Purchase Intentions Toward Branded Content on Webisodes (Sinthamrong & Rompho, 2015)	To explore the factors that affecting attitudes and purchase intentions to the branded content in the Webisode format, according to the theory of reasoned action, technology acceptance theory, and social influence concepts.	- Perceived usefulness - Perceived playfulness - Perceived ease of use - Peer communication - Attitude towards Webisode - Purchase	Perceived playfulness affected positively on the purchase intention . When a Webisode can entertain the viewers, create motivation, and positive feelings, it will create the

Title	Objective	Measure	Research Findings
		intention	interaction between viewers and media, so they will have higher purchase intention .
Understanding Consumers' Purchase Intention Towards Online Group Buying in China (Zhai & Zhang, 2014)	To test the technology acceptance factors, social, and psychological factors on Chinese customer's purchase intention to the online group buying.	- Perceived usefulness - Perceived ease of use - Subjective norm - Words of mouth - Perceived low price - Perceived playfulness - Perceived risk - Purchase intention	Perceived playfulness positively affects consumers' purchase intention towards online group buying in China.
Factors Influencing Purchase Intention of Food Surplus through Food Sharing in Platform (Hua et al., 2023)	To identify the primary determinants of food surplus purchase intention that consists of environmental concern, perceived playfulness, and food waste awareness.	- Environmental concern - Perceived playfulness - Social norms - Food waste awareness - Price consciousness	Perceived playfulness is becoming the most powerful factors that influencing food surplus purchase intention .

Title	Objective	Measure	Research Findings
		- Food neophobia - Purchase intention of food surplus through food sharing in platform	

According to Table 2.7, it shows that perceived playfulness is having a significant and positive influence on the purchase intention. Therefore, this research will test whether perceived playfulness in skincare short video promotion at TikTok For You Page will influence to the purchase intention with hypothesis as follow:

Hypothesis 7: Perceived playfulness positively influences purchase intention

2.10.8 Perceived Usefulness towards Purchase Intention

It is possible to modify product types to address the effect of perceived usefulness to the purchase intention. However, the purchase information and perceived usefulness that customers gather can varies for every product type. The higher usefulness of information will more impacted to the customer purchase intention, compared to less useful information (Wang et al., 2021).

Table 2.8 Perceived Usefulness towards Purchase Intention using Journal Matrix

Title	Objective	Measure	Research Findings
How Effective is FYP (ForYouPage) Campaign for Business Contents on	To assess how TikTok social media marketing impact customers' purchase	- Perceived playfulness - Perceived usefulness	Perceived usefulness has a positive influence towards purchase

Title	Objective	Measure	Research Findings
in Indonesia? (Hasanah et al., 2022)	intention with two independent variables being assessed, which are perceived playfulness and perceived usefulness.	- Purchase intention	intention.
Increasing online Purchase through Perceived Usefulness, Perceived Risk and Perceived Ease of Use (Ellitan & Prayogo, 2022)	To know the effect of perceived usefulness, perceived risk, and perceived ease of use in influencing online purchases.	- Perceived usefulness - Perceived risk - Perceived ease of use - Consumer attitude - Online purchase interest	Perceived usefulness is the most powerful influence that creates a positive attitude of online purchase interest activities.
Understanding Factors Influencing Consumers Online Purchase Intention via Mobile App : Perceived Ease of Use, Perceived Usefulness, System Quality, Information Quality, and Service Quality (Hanjaya et al., 2019)	To assess and verify the impact of ease of use, usefulness, system quality, information quality, and service quality to the consumer's behavior in online purchase intention through mobile app.	- Perceived ease of use - Perceived usefulness - System quality - Information - Service quality - Purchase intention via mobile app of Indonesia and Singapore people	Perceived usefulness significantly impacts the purchase intention through mobile app. It is also the reason why people make an online purchase intentions through mobile

Title	Objective	Measure	Research Findings
			app in Indonesia and Singapore.
How Trust Leads to Online Purchase Intention Founded in Perceived Usefulness and Peer Communication (Harrigan et al., 2021)	To know the certain factors on social media that leads to the purchase intention of fashion-related products, focusing on the role of trust.	- Trust - Online purchase intention - Peer communication - Perceived usefulness - Atmospheric cues - Privacy concerns	Perceived usefulness positively impacted the purchase intention .
An Empirical Study on the Effect of Perceived Usefulness and Ease of Use on Purchase Intention Through Mobile Devices in Pakistan: A Mediating Role of Online Trust (Iqbal et al., 2018)	To present a theoretical model with online trust as the mediator between perceived ease of use, perceived usefulness, and purchase intention through mobile devices.	- Online trust - Perceived ease of use - Perceived usefulness - Purchase intention towards mobile devices	Perceived usefulness has a significant impact on the purchase intention through mobile devices.

According to Table 2.8, it shows that perceived usefulness is having a significant and positive influence on the purchase intention. Therefore, this research will test whether perceived usefulness in skincare short video promotion at TikTok For You Page will influences to the purchase intention with hypothesis as follow:

Hypothesis 8: Perceived usefulness positively influences purchase intention

2.10.9 Perceived Ease of Use towards Purchase Intention

One of latest research shows that perceived ease of use which refers to TikTok For You Page system that having a yellow cart feature in the short video that ease the user to store the skincare product promoted in the video without moving to other platform, create an individual's buying intention (Indarwati et al., 2023). The ease of navigation through the online stores to do fast check out process are attracting customers to purchase the product (Cho & Sagynov, 2015).

Table 2.9 Perceived Ease of Use towards Purchase Intention using Journal Matrix

Title	Objective	Measure	Research Findings
Increasing online Purchase through Perceived Usefulness, Perceived Risk and Perceived Ease of Use (Ellitan & Prayogo, 2022)	To know the effect of perceived usefulness, perceived risk, and perceived ease of use in influencing online purchases.	- Perceived usefulness - Perceived risk - Perceived ease of use - Consumer attitude - Online purchase interest	Perceived ease of use positively impacts the online purchase . The higher the ease of use, the more they want to do online shopping.
Endorse Influencers, E-Service Quality, and Perceived Ease of Buying Interest at TikTok (Saputri & Rahmawan, 2023)	To examine the role of influencer endorsements, e-service quality, and perceptions of ease of buying interest through TikTok live streaming.	- Endorse influencers - E-service quality - Perception of ease - Buying interest	Perceived ease of use positively and significantly impacted the buying interest . When they understand about the use of the product easily through live video, the interest to own the product also appears.

Title	Objective	Measure	Research Findings
Exploring Factors That Affect Usefulness, Ease Of Use, Trust, And Purchase Intention In The Online Environment (Cho & Sagynov, 2015)	To examines impact of several factors, which are: 1. product information, price, convenience, and perceived product or service quality towards perceived usefulness; 2. convenience, perceived product or service quality, and desire to shop without a salesperson towards perceived ease of use; 3. perceived ease of use towards perceived usefulness, 4. perceived ease of use and usefulness on intentions towards shop online, and 5. trust on purchase intentions.	- Product information - Price - Convenience - Perceived product or service - Perceived usefulness - Desire to shop without a salesperson - Perceived ease of use - Trust - Intention to shop online	Perceived ease of use significantly result to positive effect on behavioral intention to shop online.
The Role of Trust on Perceived Usefulness and Perceived Ease of Use toward Purchase Intention among Yogyakarta's Students (Primanda, et al., 2020)	To know the effects of online consumer reviews to the consumers' trust and purchase intention.	- Perceived usefulness - Perceived ease of use - Trust - Purchase intention	Perceived ease of use significantly influenced trust for customers to have purchase intention .

According to Table 2.9, it shows that perceived ease of use is having a significant and positive influence on the purchase intention. Therefore, this research will test whether perceived ease of use in skincare short video promotion at TikTok For You Page will influence to the purchase intention with hypothesis as follow:

Hypothesis 9: Perceived ease of use positively influences purchase intention

2.10.10 Subjective Norms towards Purchase Intention

Since subjective norms is the perception that owned by individual regarding what should or should not done to get reward or punishment because of that attitude, it proposed that if the consumers believe that their peers are doing the online purchase in favor, so it will increase their interest to do purchase (Peña-García et al., 2020).

Table 2.10 Subjective Norms towards Purchase Intention using Journal Matrix

Title	Objective	Measure	Research Findings
Comparison of Generation X and Y : Perceived Usefulness, Perceived Ease of Use, and Subjective Norms on Purchase Intention in E-Commerce (Yulianita, 2018)	To investigate the effect of perceived usefulness, perceived ease of use, and subjective norms to the purchase intention in the Generation X and Y as two potential market segments for e-commerce.	- Perceived usefulness - Perceived ease of use - Subjective norms - Purchase intention in e-commerce	Subjective norms have the most significant positive influence on the purchase intention in e-commerce.
Effect of Attitude Mediating Subjective Norm, Perceived Behaviour Control, and Perceived Ease of Use on Online Purchase Intention	To investigate the impact of attitude variable in mediating subjective norm, perceived behavior control, and perceived ease of use towards	- Subjective norms - Perceived behavioral control - Perceived ease of use	Subjective norms have a positive impact on the online purchase intention . When there is a high influence of trusted

Title	Objective	Measure	Research Findings
Fashion Product Category (Yusuf, 2021)	online purchase intention for the fashion product category.	- Attitude - Online purchase intention	people, the higher the online shopping interest.
The Moderating Effect of Subjective Norms, Perceived Behavioral Control, and Gender of The Relationship between Attitude Towards Internet Advertising and Purchase Intention of University Students in Kenya (Ogotu et al., 2014)	To determine the impact of attitude towards internet advertising on purchase intention in Kenya with subjective norms, perceived behavioral control and gender as moderators.	- Subjective norms - Perceived behavioral control - Gender - Attitude towards internet advertising - Purchase intention	Subjective norms had a positive effect on the purchase intention with attitude towards internet advertising and exerting the greatest influence.
The influence of halal awareness, halal certificate, subjective norms, perceived behavioral control, attitude and trust on purchase intention of culinary products among Muslim costumers in Turkey (Aslan, 2023)	To explore factor affecting Muslim buying intentions of halal culinary products by applying the extended theory of reasoned action (TRA) in Bingöl, Turkey.	- Subjective norm - Perceived behavioural control - Religiosity - Halal awareness - Halal certificate - Trust - Attitude	Subjective norm positively impacted purchase intention of Halal certified foods.

Title	Objective	Measure	Research Findings
		- Purchase intention	

According to Table 2.10, it shows that subjective norms are having a significant and positive influence on the purchase intention. Therefore, this research will test whether subjective norms in skincare short video promotion at TikTok For You Page will influence to the purchase intention with hypothesis as follow:

Hypothesis 10: Subjective norms positively influences purchase intention

2.10.11 Perceived Risk towards Purchase Intention

The high perceived risk can impact the high consumer attitude, since the perceived risk can impact the worry attitude towards the offered product and insecurity about the provided data (Ellitan & Prayogo, 2022). Perceived risk is negatively related with the amount of prior positive shopping experience on the Internet, so if the amount of positive shopping experience increases, the overall perceived risk level of shopping through the Internet is decreasing (Samadi & Yaghoob-Nejadi, 2009).

Table 2.11 Perceived Risk towards Purchase Intention using Journal Matrix

Title	Objective	Measure	Research Findings
Increasing online Purchase through Perceived Usefulness, Perceived Risk, and Perceived Ease of Use (Ellitan & Prayogo, 2022)	To know the effect of perceived usefulness, perceived risk and perceived ease of use in influencing online purchases.	- Perceived usefulness - Perceived risk - Perceived ease of use - Consumer attitude - Online purchase interest	Perceived risk has a negative effect on the online purchase interest because of the socioeconomic status differences of each subject and personality traits that impact to the perceived risk.
Effects of Perceived Risk on Intention to Purchase: A Meta-Analysis (Pelaez et al., 2019)	To discover the impact of perceived risk on purchase intention in e-commerce settings.	- Perceived risk - Purchase intention in e-commerce settings.	There is a negative relationship between perceived risk with the purchase intention .
On-Line Product Presentation: Effects on Mood, Perceived Risk, and Purchase Intention (Park et al., 2005)	To arrange the details of the nature of the effect of product presentation.	- Product presentation - Mood - Perceived risk - Purchase intention on apparel	There is a significant negative relationship between perceived risk and purchase intention . If the perceived risk is less, then the purchase intention will be greater.

According to Table 2.11, it shows that perceived risks are having a negative influence on the purchase intention. Therefore, this research will test whether perceived risk in skincare short video promotion at TikTok For You Page will influences to the purchase intention with hypothesis as follow:

Hypothesis 11: Perceived risk negatively influences purchase intention

2.10.12 Purchase Intention towards Purchase Decision

Purchase intention is a transactional behavior shows by customers following their assessment of a product and adoption of their reaction to it, with the goal of determining the potential for future purchases, influenced by marketing campaigns, environmental factors, decision-making, and purchase decisions as the result of psychological processes coming together with certain consumer traits (Clara, 2023).

Table 2.12 Purchase Intention towards Purchase Decision using Journal Matrix

Title	Objective	Measure	Research Findings
Factors Influencing in Affecting Purchase Decision: A Study of E-commerce Customer in Greater Jakarta (Komalasari et al., 2021)	To identify factors that influencing purchase intention to the purchase decision of e-commerce customers in Greater Jakarta.	- Perceived risk - Perceived benefit - Trust - Brand image - Purchase intention - Purchase decision of e-commerce customers in Greater Jakarta.	Purchase intention significantly influences positively towards the purchase decision of e-commerce customers in Greater Jakarta.
The Role of Digital Marketing on Purchase Intention and Purchase Decisions at Kopi Si Budi Surakarta (Diventy et al., 2020)	To understand the effect of social media marketing and e-WOM (Electronic Word of Mouth) to the purchase intention and purchase	- Social media marketing - E-WOM (Electronic Word of Mouth) - Purchase intention	Purchase intention has a significant effect on the purchase decision .

Title	Objective	Measure	Research Findings
	decision of Kopi Si Budi Surakarta.	- Purchase decision at Kopi Si Budi Surakarta	
The Influence of Brand Image and Service Quality towards Purchase Intention and Its Impact on the Purchase Decision of Samsung Smartphone (Haro et al., 2020)	To assess the impact of brand image towards purchase intention of Samsung's smartphone, the impact of service quality towards purchase intention of Samsung's smartphone, and the impact of purchase intention towards purchase decision of Samsung's smartphone.	- Brand image - Service quality - Purchase intention - Purchase decision of Samsung's smartphone	Purchase intention significantly impacted the purchase decision .
Pengaruh Social Media Marketing dan Brand Awareness Terhadap Purchase Intention serta dampaknya pada Purchase Decision: Studi pada pengguna layanan Online Food	1. To assess the impact of social media marketing on purchase intention. 2. To assess the impact of brand awareness on purchase intention. 3. To assess the	- Social media marketing - Brand awareness - Purchase intention - Purchase decision	Purchase intention significantly impacted the purchase decision for Shopee Food users.

Title	Objective	Measure	Research Findings
Delivery di Jakarta (Azzahra & Rizan, 2021)	impact of purchase intention on purchase decisions. 4. To assess the impact of media marketing to the decisions. 5. To assess the effect of brand awareness on purchase decisions. 6. To assess the effect of social media marketing to the purchase decisions through purchase intention as an intervention variable. 7. To assess the impact of brand awareness on purchase decisions through purchase intention as an intervention variable on online food delivery service users in Jakarta.		

According to Table 2.12, it shows that purchase intentions are having a positive influence on the purchase decision. Therefore, this research will test whether purchase intention after looking out skincare short video promotion at TikTok For You Page will influences to the purchase decision with hypothesis as follow:

Hypothesis 12: Purchase intention positively influences purchase decision

2.11 Conceptual Framework

This research uses Figure 2.1 in this study which consists the influences of skincare short video promotion in TikTok For You Page (FYP) to the skincare product purchase decision. It will combine the research framework and variables by the several combined sources, which consists of thirty-nine previous researches. The first research is Rouibah et al. (2016), which conclude that perceived enjoyment is positively impacted to the trust. The second research is Hwang & Kim (2007), which concludes that perceived enjoyment is positively impacted to the trust. The third research is Kurniawan & Tankoma (2023) which conclude that perceived enjoyment and perceived ease of use are positively impacted to the trust. The fourth research is Hanif et al. (2024) which conclude that perceived enjoyment positively impacts trust. The fifth research is Wilson et al. (2021) which conclude that perceived usefulness and perceived ease of use positively impacts trust. The sixth research is Harrigan et al. (2021) which concludes that perceived usefulness positively impacts trust and purchase intention. The seventh research is Primanda et al. (2020) which concludes that perceived ease of use are positively impacts trust and purchase intention, while perceived usefulness positively impacts trust. The eighth research is Larasetiati & Ali (2019) which concludes that perceived usefulness positively impacts trust. The ninth research is Chinomona (2013) which concludes that perceived ease of use positively impacted to trust. The tenth research is Jeffries (2016) which concludes that subjective norms positively impact trust. The eleventh research is Ho et al. (2017) which concludes that subjective norms positively impact trust and perceived risk negatively impact trust. The twelfth research is Gong et al. (2019) which concludes that subjective norms positively impact trust. The thirteenth research is Hitosugi (2011) which concludes that subjective norms positively impact trust. The fourteenth research is Wanda (2018) which concludes that perceived risk negatively affects trust. The fifteenth research is Durmus et al. (2017) which concludes that perceived risk negatively affects trust. The sixteenth research is Yang et al. (2015) which concludes that perceived risk negatively affects trust. The seventeenth research is Lin & Lu (2010) which concludes that trust positively impacted the purchase intention. The eighteenth

research is Ling et al. (2010), which concludes that trust positively affects purchase intention. The nineteenth research is Hong & Cha (2013) which concludes that trust positively affects purchase intention. The twentieth research is Hasanah et al. (2022), which conclude that perceived playfulness and perceived usefulness are significantly impacted to the purchase intention. The twenty-first research is Çelik (2011), which concludes that perceived playfulness positively impacts the purchase intention. The twenty-second research is Sinthamrong & Rompho (2015), which concludes that perceived playfulness positively impacted the purchase intention. The twenty-third research is Zhai & Zhang (2014), which concludes perceived playfulness positively impacted the purchase intention. The twenty-fourth research is Hua et al. (2023), which concludes perceived playfulness positively impacted the purchase intention. The twenty-fifth research is Ellitan & Prayogo (2022), which concludes that perceived usefulness and perceived ease of use are positively impacted to the purchase intention and perceived risk negatively impacted to the purchase intention. The twenty-sixth research is Hanjaya et al. (2019) which concludes that perceived usefulness impacts the purchase intention. The twenty-seventh research is Iqbal et al. (2018) which concludes that perceived usefulness impacts positively impact purchase intention. The twenty-eighth research is Saputri & Rahmawan (2023) which concludes that perceived ease of use positively impacts the purchase intention. The twenty-ninth research is Cho & Sagynov (2015) which concludes that perceived ease of use and trust are positively impacted to the purchase intention. The thirtieth research is Yulianita (2018) which concludes that subjective norms positively impacted to the purchase intention. The thirty-first research is Yusuf (2021) which concludes that subjective norms positively impacted to the purchase intention. The thirty-second research is Ogutu et al. (2014), which concludes that subjective norms are positively impacted to the purchase intention. The thirty-third research is Aslan (2023), which concludes that subjective norms are positively impacted to the purchase intention. The thirty-fourth research is Pelaez et al. (2019) which concludes that perceived risk negatively impacts the purchase intention. The thirty-fifth research is Park et al. (2005) which concludes that perceived risk negatively impacts the purchase intention. The thirty-sixth research is Komalasari et al. (2021) which concludes that purchase intention positively influences the purchase decision. The thirty-seventh research is Diventy et al. (2020) which concludes that purchase intention has a significant effect on the purchase decision. The thirty-eighth research is Haro et al. (2020) which concludes that purchase intention significantly impacted the purchase decision. The thirty-ninth research is Azzahra & Rizan (2021) which concludes that purchase intention positively impacts the purchase decision.

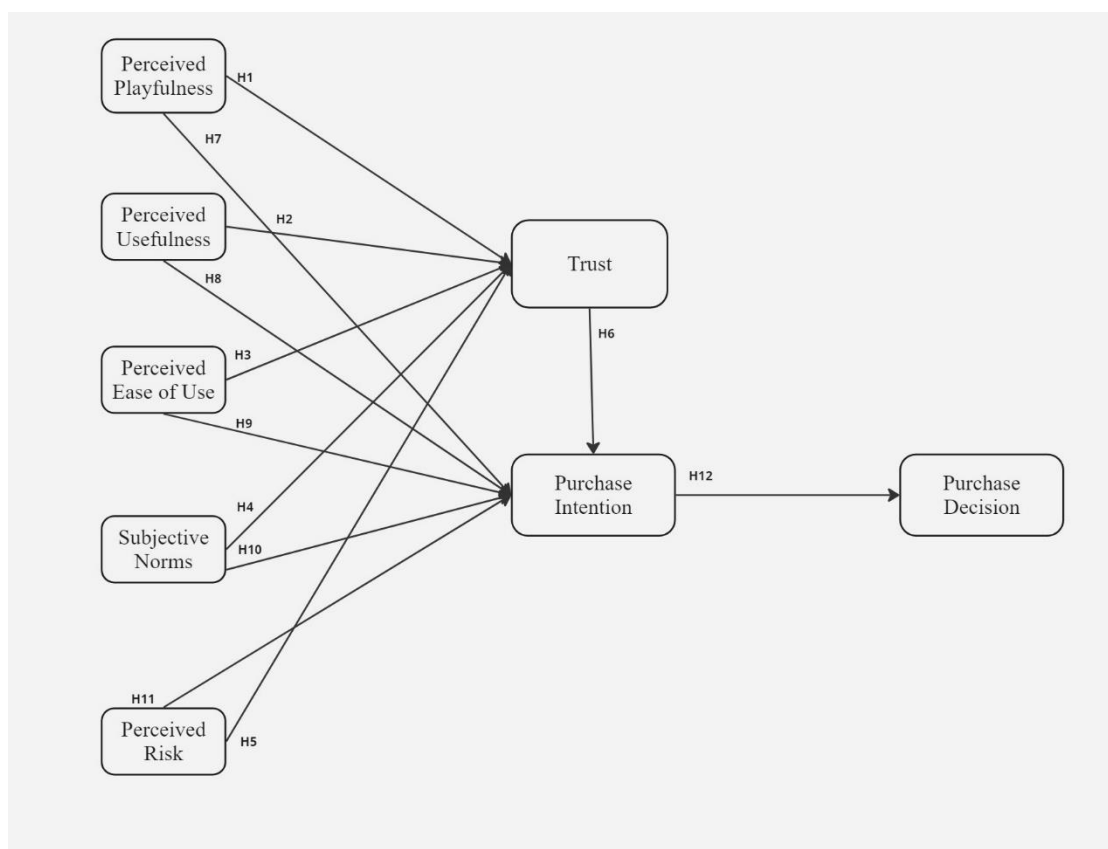


Figure 2.1 Conceptual Framework

(Source : Park et al., 2005; Hwang & Kim, 2007; Lin & Lu, 2010; Ling et al., 2010; Çelik, 2011; Hitosugi, 2011; Chinomona, 2013; Hong & Cha, 2013; Zhai & Zhang, 2014; Ogutu et al., 2014; Cho & Sagynov, 2015; Sinthamrong & Rompho, 2015; Yang et al., 2015; Rouibah et al., 2016; Jeffries, 2016; Ho et al., 2017; Durmus, 2017; Wanda, 2018; Iqbal et al., 2018; Yulianita, 2018; Gong et al., 2019; Hanjaya et al., 2019; Larasetiati & Ali, 2019; Pelaez et al., 2019; Haro et al., 2020; Primanda et al., 2020; Diventy et al., 2020; Yusuf, 2021; Azzahra & Rizan, 2021; Komalasari et al., 2021; Harrigan et al., 2021; Wilson et al., 2021; Hasanah et al., 2022; Ellitan & Prayogo, 2022; Aslan, 2023; Kurniawan & Tankoma, 2023; Hua et al., 2023; Saputri & Rahmawan, 2023, Hanif et al., 2024)

Hypothesis:

- H1: Perceived playfulness positively influences trust
- H2: Perceived usefulness positively influences trust
- H3: Perceived ease of use positively influences trust
- H4: Subjective norms positively influences trust
- H5: Perceived risk negatively influences trust

- H6: Trust positively influences purchase intention
- H7: Perceived playfulness positively influences purchase intention
- H8: Perceived usefulness positively influences purchase intention
- H9: Perceived ease of use positively influences purchase intention
- H10: Subjective norms positively influences purchase intention
- H11: Perceived risk negatively influences purchase intention
- H12: Purchase intention positively influences purchase decision

CHAPTER 3

METHODOLOGY

This chapter will outline the research methodology that will be used to know the TikTok users perception and determine the influence of Skincare Short Video Promotion in TikTok For You Page (FYP) to the Skincare Product Purchase Decision based on the literature review that already explained in Chapter 2. This methodology will explain the research steps, starting from the data collection to the data analysis.

3.1 Research Design Flowchart

According to W. Creswell & David Creswell (2017) research design is defined as the qualitative, quantitative, and mixed approach methods to give specific procedures in the research study, which are already developed and grown over the years supported by the technology advancement to analyze the complex models and also individuals already articulated new procedures to conduct research of social sciences. Research design is also defined as the conceptual blueprint along the research is conducted or the objective and accurate procedural plan to answer the question in a valid way (Khanday & Khanam, 2019). In this research, TikTok users in Indonesia are being analyzed in terms of their purchase decision towards skincare products after watching Skincare Short Video Promotion in TikTok For You Page (FYP). In Figure 3.1, it shows that this research is started with the problem identification that was already done in Chapter 1. Then, it is continuing with secondary research with literature reviews using 39 relevant references in Chapter 2. To collect the data, qualitative research method through interview and quantitative research method through survey are used. From both techniques, recommendation and conclusion can be created.

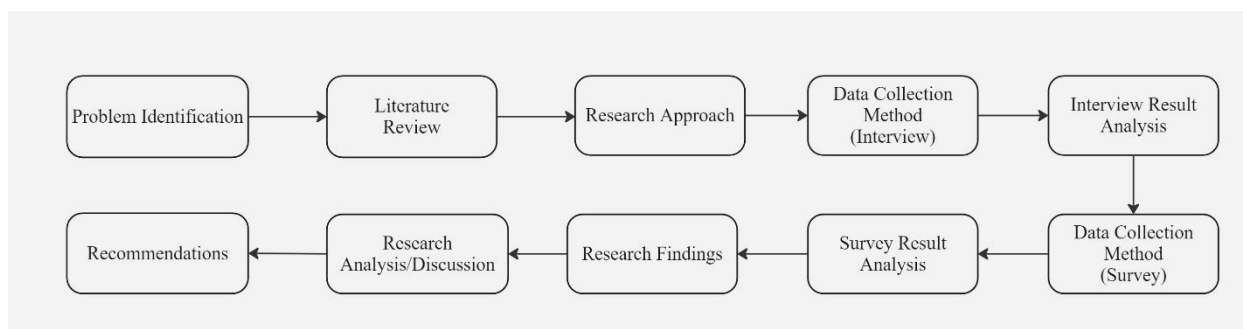


Figure 3.1 Research Design Flowchart

3.2 Research Design Approach

Two research approaches that will be used are qualitative and quantitative methods. Qualitative method will be used to identify the TikTok user perception regarding the skincare short video promotion in TikTok For You Page (Rashidi et al., 2014) and quantitative method will be used to understand how the promotion of skincare short videos on the TikTok For You Page influences the decision to purchase skincare products (Kurzahls, 2021).

3.2.1 Qualitative Research Approach

Qualitative research begins with the assumption, worldview, theoretical lens that possible to be use, previous study about the research problems results from the human or social problems that uses recently developed qualitative approach to inquiry, a natural sensitive environment for the data collection, inductive analysis process, and using pattern or themes that involves respondents voice, researcher's reflection, detailed explanation and analysis of the problem, extend the published works, and signals for call of action (Creswell, 2007). Qualitative research methods consist of narrative, phenomenological, grounded theory, ethnographic, and case study research (Creswell, 2007). Narrative research happens when a respondent shares their personal life experience, characteristics, or identities through a chronological story (Haydon & Riet, 2016). Phenomenological research can be done with several methods, which are observation of the participant, interview, conversation with respondents, personal text analysis, action research, and focus meetings (Delve. Ho & Limpaecher, 2022). In grounded theory research, researchers will discover and construct the data that was obtained systematically and using comparative analysis (Tie et al., 2019). Ethnography is long-term participant observation when researchers staying in a long period of time in the social group to collect the data (Morgan-Trimmer & Wood, 2016). Case study approach used when researchers want to get in-depth analysis regarding a real-life complex problem (Crowe et al., 2011).

3.2.1.1 Interview Method

Interview is becoming the most common method used in the qualitative method research, that having a purpose to explore the views, experiences, beliefs, and motivations from each of individual participants, which are consists of three basics types, which are structured, semi-structured, and unstructured interview (Gill et al., 2008). In this research, semi-structured interviews will be used when the respondents will answer the preset open-ended questions based on the interview guide that consists of simplified presentation of questions or topics that need to be explored by the researcher (Jamshed, 2014). This method is used because the prepared list of questions eases the research process, but the researcher still can explore more questions for the respondents to complete the data needed.

3.2.1.2 Data Collection

Population and Sample

The semi-structured interview has one specific target of the population of interview which are male and female TikTok users in the age range 18-34 years old who ever watch Skincare Short Video Promotion in TikTok For You Page at least once (1x) from these brands: Skintific, The Originote, Somethinc, Avoskin, Azarine, Scarlett Whitening, Bioaqua, Rose All Day, Barenbliss, BLP Beauty, PinkFlash, Somebymi, Pyunkang Yul, ESQA, Wardah Beauty, Everpure, Luxcrime, Mad For Makeup, Biolage, NuFace, COSRX, Dear Me Beauty, Y.O.U, Stacey, Focallure, Garnier, and Maybelline and decide to buy the product after watch the short video promotion. The respondents of the interview are chosen from Indonesian TikTok users with age range 18-34 years old based on the two highest ranks of TikTok users in Indonesia, shown in Figure 3.2.

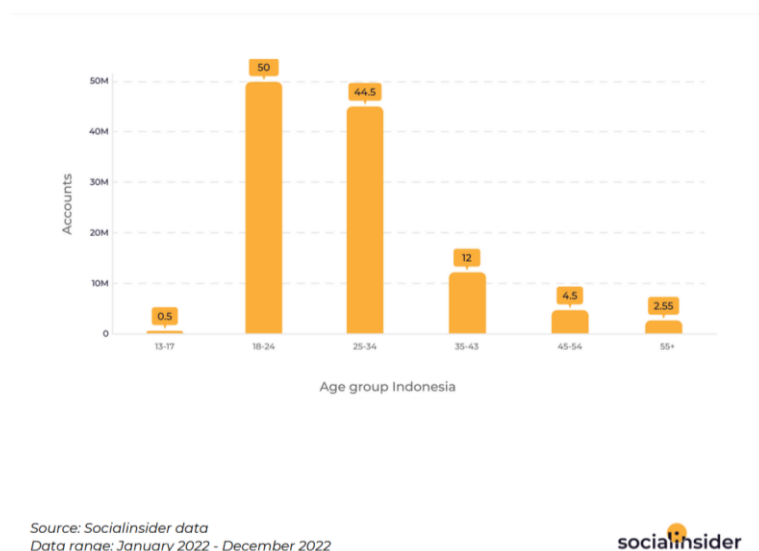


Figure 3.2 TikTok users demographic data in Indonesia by Socialinsider

Sampling Technique

This research will use Purposive Technique as the sampling technique. Purposive technique is the non-probability sampling technique when the unit of respondent that is selected is chosen because of the characteristics that are needed for the sample, in a brief it means that respondents are selected based on the research purpose (Nikolopoulou, 2023). This research is using this technique because the researcher is specifically choosing people who have the TikTok application in their mobile phone, ever watch Skincare Short Video Promotion in TikTok For You Page that only can be accessed on the application, and ever purchase skincare product after watch the short video promotion at least once.

Interview Procedure

This semi-structured interview will consist of several questions to get insight from the respondents about their perception about Skincare Short Video Promotion in TikTok For You Page with the list of questions that explain in Table 3.1, which generated by researcher based on the needs to answer the research question (Taherdoost, 2022).

Table 3.1 Interview Procedure

Interviewees	Variable/ Coding	Questions	RQ Answered
TikTok users in the age range 18-34 years old who: 1. Watch Skincare Short Video Promotion in TikTok For You Page at least 1x (once). 2. Decide to buy skincare product after watch that short video.	Perceived Playfulness	1. Can you describe what type of Skincare Short Video Promotion in TikTok For You Page that you find interesting, enjoyable, and makes you happy? 2. What is your perception about that kind of video?	RQ1
	Perceived Usefulness	1. Can you describe what type of Skincare Short Video Promotion in TikTok For You Page that you find useful and informative? 2. What is your perception about that kind of video?	RQ1
	Perceived Ease of Use	What makes Skincare Short Video Promotion in TikTok For You Page systems ease you to purchase a suitable Skincare Product?	RQ1
	Subjective Norms	1. Do you use TikTok For You Page to watch Skincare Short Video Promotion because of influence from your family, friends, or	RQ1

		colleagues? 2. Do you recommend to your family, friends, or colleagues to watch Skincare Short Video Promotion in TikTok For You Page?	
	Perceived Risk	1. Are you aware of User-Generated Content (UGC) in Skincare Short Video Promotion at TikTok For You Page? 2. Are you aware of the brand domination algorithm in Skincare Short Video Promotion at TikTok For You Page? 3. Are you aware of the untrusted skincare review in Skincare Short Video Promotion at TikTok For You Page? 4. What is your perception about User-Generated Content (UGC) in Skincare Short Video Promotion at TikTok For You Page? 5. What is your perception about the brand domination algorithm in Skincare Short Video	RQ1

		Promotion at TikTok For You Page? 6. What is your perception about the untrusted skincare review in Skincare Short Video Promotion at TikTok For You Page?	
	Trust	Do you directly trust Skincare Short Video Promotion at TikTok For You Page?	RQ1
	Purchase Intention	What factors make you intend to purchase a skincare product after watching Skincare Short Video Promotion at TikTok For You Page? What is the reason?	RQ1
	Purchase Decision	What factor makes you finally decide to buy a skincare product after watching Skincare Short Video Promotion in TikTok For You Page?	RQ1

3.2.1.3 Data Analysis

3.2.1.3.1 Data Coding

After conducting the in-depth interview, the data coding will be held to analyze the data collection. Coding is the simplest operation to identify the meaning segments in the data by giving them labels with a code, which can be done in various ways, for example using simple color coding with one color for one code (Linneberg & Korsgaard, 2019). Open coding is the preliminary stage of qualitative data analysis from data collected through observation note, recording event or interview, gathering documents, involve labeling concepts, defining terms, and creating categories based on the properties and

dimensions (Khandkar, 2009). The purpose of open coding is to get the core idea from each part and develop the code to describe it (Vollstedt & Rezat, 2019). In this research, coloring will be used in the coding, with each color representing each variable (Table 3.2 & Figure 3.3). The labeled interpretations will be come from the keywords that found in the respondent statements in the interview.

Table 3.2 Color Code

Color Number	Variable
1	Perceived Playfulness
2	Perceived Usefulness
3	Perceived Ease of Use
4	Subjective Norms
5	Perceived Risk
6	Trust
7	Purchase Intention
8	Purchase Decision

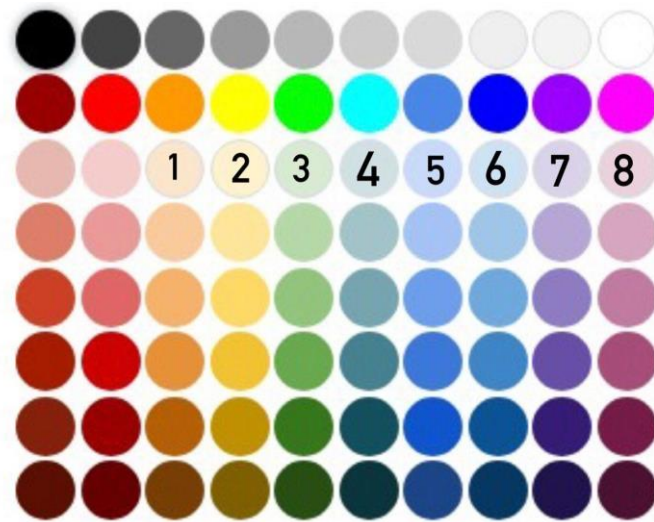


Figure 3.3 Color Code

3.2.1.3.2 Data Validation

After being coded, the data result will be validated with a triangulation approach. Triangulation approach means the integration of data, when researchers will use multiple methods, data sources, and perspectives to get more comprehensive understanding from the research problem, with the purpose to identify and explain the biases in research, also makes the research data analysis become more valid (Alele & Malau-Aduli, 2023). In this research, data triangulation technique will be done by comparing the interview result with the TikTok users in the age range 18-34 years old who watch Skincare Short Video Promotion in TikTok For You Page at least 1x (once) and decide to buy skincare product after watch that short video with the literature review that already explained in the Chapter 2 (Torraco, 2016) and netnography by finding the perception and reviews from people that watch Skincare Short Video Promotion in TikTok For You Page throughout the comment section on TikTok skincare short video promotion (Kozinets, 2002). Netnography is the qualitative research that adapting the ethnography methodology by doing the study of the cultures and communities to identify and understand the needs and decisions that influenced the relevant online consumer groups, which in this research refers to TikTok users who actively watch skincare short video promotion (Kozinets, 2002).

3.2.2 Quantitative Research Approach

Quantitative research methods will quantify variables through utilization and analysis of the numerical data with specific techniques to get the results and answer the results like who, how

much, what, where, when, how many, and how (Apuke, 2017). Quantitative research is also the methodology when the researcher will test theories regarding people's attitude and behaviors with numerical and statistical evidence (Interaction Design Foundation, 2016). According to Apuke (2017), there are several characteristics and main difference between qualitative and quantitative approach, which are quantitative research will use to test hypothesis and make predictions, using larger and randomly data selected, only specific variables studied, and using the precise measurements by structured and validated data instruments, so it is more predictable. Types of common quantitative research methods are surveys, trend analysis, exploratory, descriptive, and experimental research (Sukamolson, 2007).

3.2.2.1 Survey Method

Survey is a questionnaire form that features several questions that are related with the subject of research, the number, content, and form of the questions that are related to the research and show the differences, depending on the subject (Gürbüz, 2017). This type of method allows the researchers to recruit the participants, collect the data, and do the instrumentation using various methods with large population-based data collection from asking few targeted questions to the respondents in order to get information regarding the behavior and preferences, to do the multiple valid, and reliable instruments (Ponto, 2015). Based on the distribution channels, there are several types of surveys which are online surveys, mail surveys, SMS surveys, paper surveys, and one-to-one interviews surveys (David, 2024). In this research, the type of survey that will be used is online survey in the form of questionnaires, with multiple choice and open-ended questions for the demographic and behavioral related questions and likert-scale question type for operational variable questions that are marked with 1 (strongly disagree) and 7 (strongly agree). Reason to use seven-point scales because of based on the prior study, it is more accurate, easier to use, and reflect the respondent's real evaluation, compared to the five-point scales (Finstad, 2010).

3.2.2.2 Data Collection

Population and Sample

Based on studies of Malhotra (2010), the minimum sample size for quantitative research is a minimum 200 sample size. The population of the research is male and female TikTok users in the age range 18-34 years old who ever watch Skincare Short Video Promotion in TikTok For You Page at least once (1x) from these brands: Skintific, The

Originote, Somethinc, Avoskin, Azarine, Scarlett Whitening, Bioaqua, Rose All Day, Barenbliss, BLP Beauty, PinkFlash, Somebymi, Pyunkang Yul, ESQA, Wardah Beauty, Everpure, Luxcrime, Mad For Makeup, Biolage, NuFace, COSRX, Dear Me Beauty, Y.O.U, Stacey, Focallure, Garnier, and Maybelline and decide to buy the product after watch the short video promotion. So, the respondents of the survey will come from at least 200 TikTok users that fulfill those criteria.

Sampling Technique

This research will use Purposive Technique as the sampling technique. Purposive technique is the non-probability sampling technique when the unit of respondent that is selected is chosen because of the characteristics that are needed for the sample, in a brief it means that respondents are selected based on the research purpose (Nikolopoulou, 2023). This research is using this technique because the researcher is specifically choosing people who have the TikTok application in their mobile phone, ever watch Skincare Short Video Promotion in TikTok For You Page that only can be accessed on the application, and ever purchase skincare product after watch the short video promotion at least once.

Questionnaire Design

This questionnaire will consist of several questions to get insight from the respondents about the impact of Skincare Short Video Promotion in TikTok For You Page to the Skincare Product purchase decision. The questionnaire consists of several questions related with the variables, which are Perceived Playfulness, Perceived Usefulness, Perceived Ease of Use, Subjective Norms, Perceived Risk, Trust, Purchase Intention, and Purchase Decision, which shows on Table 3.3.

Table 3.3 Questionnaire Design for Operational Variable Questions

No.	Variable	Label	Indicators	RQ Answered	Source
1	Perceived Playfulness	PP1	Watching Skincare Short Video Promotion in	RQ2	Çelik, 2011

No.	Variable	Label	Indicators	RQ Answered	Source
			TikTok For You Page is fun, enjoyable, and makes me happy.		
		PP2	Watching Skincare Short Video Promotion in TikTok For You Page makes me curious and want to explore more about Skincare Product.	RQ2	Çelik, 2011; Moon & Kim, 2001
		PP3	Watching Skincare Short Video Promotion in TikTok For You Page makes me more imaginative about Skincare Product.	RQ2	Moon & Kim, 2001
		PP4	While watching Skincare Short Video Promotion in TikTok For You Page, I imagined the product itself.	RQ2	Moon & Kim, 2001
		PP5	When watching Skincare Short	RQ2	Moon & Kim, 2001;

No.	Variable	Label	Indicators	RQ Answered	Source
			Video Promotion in TikTok For You Page, I did not realize that time had elapsed.		Hsu et al., 2012
2	Perceived Usefulness	PU1	I find Skincare Short Video Promotion in TikTok For You Page useful to accomplish my Skincare Product wishlist.	RQ2	Çelik, 2011
		PU2	Using Skincare Short Video Promotion at TikTok For You Page as a recommendation improves the quality of the Skincare Product that I used.	RQ2	Çelik, 2011
		PU3	Watching Skincare Short Video Promotion in TikTok For You Page makes it faster for me to choose a Skincare Product to	RQ2	Çelik, 2011

No.	Variable	Label	Indicators	RQ Answered	Source
			be bought.		
		PU4	Using Skincare Short Video Promotion in TikTok For You Page increases effectiveness in order to choose the Skincare Product to be bought.	RQ2	Çelik, 2011
3	Perceived Ease of Use	PEOU1	I find Skincare Short Video Promotion in TikTok For You Page eases me to accomplish my Skincare Product wishlist.	RQ2	Çelik, 2011
		PEOU2	It is easy to learn how to use TikTok application to accomplish my Skincare Product wishlist through their For You Page feature.	RQ2	Çelik, 2011
		PEOU3	Understanding the TikTok For You	RQ2	Yuensuk, 2022

No.	Variable	Label	Indicators	RQ Answered	Source
			Page feature in TikTok application does not require a lot of skills.		
		PEOU4	Using Skincare Short Video Promotion in TikTok For You Page to accomplish Skincare Product wishlist is less time consuming.	RQ2	Yuensuk, 2022
4	Subjective Norms	SN1	People important to me thought that I should watch Skincare Short Video Promotion in TikTok For You Page to accomplish my Skincare Product wishlist.	RQ2	Çelik, 2011
		SN2	People I knew taught me that I should watch Skincare Short Video Promotion in TikTok For You Page to accomplish my Skincare	RQ2	Çelik, 2011

No.	Variable	Label	Indicators	RQ Answered	Source
			Product wishlist.		
		SN3	People that inspired me thought me to watch Skincare Short Video Promotion in TikTok For You Page to accomplish my Skincare Product wishlist.	RQ2	Çelik, 2011
		SN4	I read informations that watch Skincare Short Video Promotion in TikTok For You Page can help me to accomplish my Skincare Product wishlist.	RQ2	Çelik, 2011
5	Perceived Risk	PR1	I tend to overspend on buying Skincare Products after watching Skincare Short Video Promotion in TikTok For You Page.	RQ2	Ariffin et al., 2018

No.	Variable	Label	Indicators	RQ Answered	Source
		PR2	Skincare Product that I bought based on information in Skincare Short Video Promotion in TikTok For You Page is not worth the money I spent.	RQ2	Ariffin et al., 2018
		PR3	I might not receive the good quality of Skincare Product that I bought after watch Skincare Short Video Promotion in TikTok For You Page.	RQ2	Ariffin et al., 2018
		PR4	Finding the information of wanted Skincare Product information by watching Skincare Short Video Promotion in TikTok For You Page is difficult.	RQ2	Ariffin et al., 2018
		PR5	I can not trust information in	RQ2	Ariffin et al., 2018

No.	Variable	Label	Indicators	RQ Answered	Source
			Skincare Short Video Promotion in TikTok For You Page.		
		PR6	I may get addicted to buy Skincare Product because of Skincare Short Video Promotion in TikTok For You Page.	RQ2	Ariffin et al., 2018
		PR7	TikTok may disclose user's personal information and preference data to Skincare brand.	RQ2	Ariffin et al., 2018
6	Trust	T1	I trust the skincare brands promoted through Skincare Short Video Promotion in TikTok For You Page sells good quality of product.	RQ2	Curvelo et al., 2019
		T2	I believe that skincare brands promoted through	RQ2	Hong & Cha, 2013

No.	Variable	Label	Indicators	RQ Answered	Source
			Skincare Short Video Promotion in TikTok For You Page is trustworthy.		
		T3	I trust skincare brands promoted through Skincare Short Video Promotion in TikTok For You Page and would like to purchase their skincare product.	RQ2	Hong & Cha, 2013
		T4	I trust skincare brands promoted through Skincare Short Video Promotion in TikTok For You Page and interest to purchase their skincare product.	RQ2	Hong & Cha, 2013
		T5	I believe that skincare brands promoted through Skincare Short Video Promotion in TikTok For You	RQ2	Hong & Cha, 2013

No.	Variable	Label	Indicators	RQ Answered	Source
			Page keeps it promises and commitments.		
6	Purchase Intention	PI1	I am considering purchasing Skincare Product because of Skincare Short Video Promotion in TikTok For You Page.	RQ2	Che et al., 2017
		PI2	I am likely to make future Skincare Product purchase after watch Skincare Short Video Promotion in TikTok For You Page.	RQ2	Che et al., 2017
		PI3	If there is opportunity in the future, I would like to purchase Skincare Product after watch Skincare Short Video Promotion in TikTok For You Page.	RQ2	Peña-García et al., 2020

No.	Variable	Label	Indicators	RQ Answered	Source
		PI4	If given the chance, I can predict what Skincare Product that I will purchase after watch Skincare Short Video Promotion in TikTok For You Page.	RQ2	Peña-García et al., 2020
7	Purchase Decision	PD1	I think purchasing a Skincare Product after watching Skincare Short Video Promotion in TikTok For You Page is the right decision.	RQ2	Nugraha et al., 2018
		PD2	Before I finally decide to purchase a Skincare Product after watching Skincare Short Video Promotion in TikTok For You Page, I still actively look at the product information.	RQ2	Nugraha et al., 2018
		PD3	After I get the product information	RQ2	Nugraha et al., 2018

No.	Variable	Label	Indicators	RQ Answered	Source
			from skincare short video promotion at TikTok For You Page, I still evaluate and consider carefully before finally making the purchase decisions.		
		PD4	I satisfy with Skincare Product that I bought after watch Skincare Short Video Promotion in TikTok For You Page.	RQ2	Nugraha et al., 2018

Besides operational variable questions, there are provided questions below regarding demographic-behavioral factors which shows on the Table 3.4.

Table 3.4. Questionnaire Design for Demographic-Behavioral Factors

No.	Factors	Components	Answer	Range Source
1.	Demographic	Age	a. 18-24 years old b. 25-34 years old	Hsu et al., 2012
		Gender	a. Female b. Male	Hsu et al., 2012
		Income range per	a. No income	Kirana,

No.	Factors	Components	Answer	Range Source
		month	b. < IDR 1,000,000 c. IDR 1,000,000-3,000,000 d. IDR 3,000,001 - 5,000,000 e. IDR 5,000,001-9,000,000 f. > IDR 9,000,000	2021
		Occupation	a. College students b. Employee (private & public sector) c. Entrepreneur d. Unemployed	Ariffin et al., 2018
2.	Behavioral (Part I: TikTok)	How long have you already used TikTok?	a. Less than 1 year b. 1-2 years c. More than 2 years	Che et al., 2017
		How many hours do you use the TikTok application in a day?	a. Less than 2 hours b. 2-5 hours c. 6-10 hours d. More than 10 hours	Hsu et al., 2012
		What is your purpose for using TikTok?	a. For entertainment b. For business c. For education or getting information	Che et al., 2017
		What type of For You Page (FYP) video regarding	a. In-Feeds Ad Example of video:	Leinonen & Nikkanen

No.	Factors	Components	Answer	Range Source
		Skincare products that do you like the most?	https://bit.ly/VideoFYP1 b. Top View In-Feeds Ad that firstly appear on your TikTok For You Page when you open TikTok application c. Hashtag Challenge Example of video: https://bit.ly/VideoFYP2 #NyataHasilnya #ExpressCalmingnya by @everpure_id d. Branded Effect Example of video: https://bit.ly/VideoFYP3 #KiehlsCalendulaGlow	, 2023
		Why do you like that type of For You Page video?	Open question	-
		Do you directly trust Skincare Short Video Promotion at TikTok For You Page?	a. Yes b. No	-
3.	Behavioral (Part II: Skincare)	Do you follow any Skincare Brand official account in TikTok?	a. Yes b. No	Leinonen & Nikkanen, 2023

No.	Factors	Components	Answer	Range Source
		Example: @somethincofficial		
		What skincare brand that you ever buy at least 1x after you watch Skincare Short Video Promotion at TikTok For You Page?	a. Skintific b. The Originote c. Somethinc d. Avoskin e. Azarine f. Scarlett Whitening g. Bioaqua h. Rose All Day i. Barenbliss j. BLP Beauty k. PinkFlash l. Somebymi m. Pyunkang Yul n. ESQA o. Wardah Beauty p. Everpure q. Luxcrime r. Mad For Makeup s. Biolage t. NuFace u. COSRX v. Dear Me Beauty w. Y.O.U x. Stacey y. Focallure z. Garnier aa. Maybelline	Leinonen & Nikkanen, 2023

No.	Factors	Components	Answer	Range Source
			bb. Other: ... (open question)	
		Are you satisfied with the Skincare Product that you buy because the influence of Skincare Short Video Promotion at TikTok For You Page?	a. Yes b. No	Leinonen & Nikkanen , 2023
		Why are you satisfied with the Skincare Product that you buy after watching Skincare Short Video Promotion at TikTok For You Page? (If you are not satisfied, please answer with “-”)	Open question	Leinonen & Nikkanen , 2023
		Why are you not satisfied with the Skincare Product that you buy after watching Skincare Short Video	Open question	Leinonen & Nikkanen , 2023

No.	Factors	Components	Answer	Range Source
		Promotion at TikTok For You Page? (If you are satisfied, please answer with “-”)		
		How many Skincare Products have you bought after watching Skincare Short Video Promotion at TikTok For You Page?	a. 1 product b. 2-4 products c. 5-8 products d. 9-13 products e. More than 13 products	Çelik, 2011

This question will be asked in Indonesia and can be fulfilled in less than 10 minutes.

Questionnaire Layout

This questionnaire will be divided into eleven sections. The first section will consist of Demographic questions. The second section will consist of part 1 of Behavioral questions regarding TikTok application. The third section will consist of part 2 of Behavioral questions regarding skincare. The fourth sections will consist of Perceived Playfulness variable questions. The fifth section will consist of Perceived Usefulness variable questions. The sixth section will consist of Perceived Ease of Use variable questions. The seventh section will consist of Subjective Norms variable questions. The eighth section will consist of Perceived Risk variable questions. The ninth section will consist of Trust variable questions. The tenth section will consist of Purchase Intention variable questions. The eleventh section will consist of Purchase Decision variable questions.

3.2.2.3 Data Analysis

The data that is already collected through the questionnaire will be analyzed with descriptive statistics and PLS-SEM.

Descriptive Statistics

This research will use descriptive statistics to analyze the quantitative data. Descriptive statistics will summarize the sample that is being studied in the research through a general summary without drawing any conclusions based on the probability theory that helps researchers to create a simple analysis in the form of percentages, histograms, and box plots (Kaliyadan & Kulkarni, 2019).

Partial Least Squares (PLS) Structural Equation Modeling (SEM)

This research will use Partial Least Squares (PLS) Structural Equation Modeling (SEM) to process the data collected. Partial Least Squares (PLS) is part of the SEM that variety-based, while Structural Equation Modeling itself is one of the statistical studies that can testing a relatively measurable relationship simultaneously, which are usually used for the combination between factor and regression analysis (correlation), that is having purpose to test the relationship between variable (Aldyanti, 2016). The PLS-SEM assessment are includes:

A. Reliability Analysis

Reliability test is used to know to what extent the results of measurement are trusted and giving relatively consistent results after there are several measurements (Aldyanti, 2016). It means that after repeated trials, there will always be the same result (Howell et al., 2005). Reliability analysis is conducting into two types of tests, which are indicator reliability test with a minimum acceptable score of 0.4 for exploratory research (Bagozzi & Yi, 1988; Hulland, 1999; Wong, 2013) and internal consistency test with a minimum score of 0.7 (Wong, 2013).

B. Validity Analysis

Validity test is used to know to what extent the study is accurately measuring the specific concept that wants to be measured by the researchers, so it will be concerned about the success of the study to measure what researchers have already set out (Howell et al., 2005). To test the validity, there are two steps that should be done, first,

convergent validity test that use AVE (Average Variance Extracted) score, with the minimum appropriate score is 0.5 (Wong, 2013) and second, discriminant validity test by using Fornell-Larcker criterion (Wong, 2013).

C. Collinearity Test

Collinearity test refers to the situation when two or more predictor variables are having strong correlations with one another (Wilcox, 2012). Collinearity tests can be measured with Variance Inflation Factor (VIF) with 5 as the preferred score or lower, in order to prevent the issues that are related to collinearity (Wong, 2013).

D. Structural Path Significance in Bootstrapping

Bootstrapping is the hypothesis testing that involves a single data resampling to produce a range of simulated samples (Joseph, 2023). The test of Bootstrapping through SmartPLS which can develop T-statistics columns to check whether the path coefficients of the inner model are significant or not. With a significance level of 5% (0,05), the path coefficient will be significant if the T-statistics larger than 1.96 (Wong, 2013)

E. Coefficient of Determination (R^2) and Cross-Validated Redundancy or Stone-Geisser Test (Q^2)

R^2 is number between 0 and 1 that used to measure how good the statistical model predicts the outcome, which having means that it will partially predicting the outcome (Turney, 2023). For marketing research itself, the value of R^2 is at least at 0.5 (Wong, 2013). While Q^2 is used for measuring how good the research produced by the model align with its parameter estimated, if the $Q^2 > 0$, so the model will have predictive relevance, and if the $Q^2 < 0$, the model lacks predictive relevance (Chandriawan, 2019). R^2 and Q^2 will be uses to test the Goodness of Fit (GoF) to know the research model validity (Wong, 2013).

F. f-Square Effect Size

f-Square Effect Size is the metrics used to determine the strength of latent variables that allow the researchers to evaluate the significance of overall research findings (Kirana, 2021). If the f^2 square value is 0.35, it is defined as a large effect size, 0.15 defined as a

medium effect size, and 0.02 defined as small effect size (Cohen, 1988). If the f^2 square value is lower than 0.02, it is defined that there is no substantial effect (Kirana, 2021).

Mediation Test

Mediation result in this context refers to the mediating variable, which transmits the impact of an independent variable to the dependent variable, which can also represent how the third variable affects the relation between two variables (MacKinnon et al., 2007). According to Hartono & Abdillah (2009), to get the mediating effects, there are several requirements to be met:

1. There are significant results from the test effect of independent variables towards dependent variables (T-statistic is greater than 1.96 or P-values is lower than 0.05).
2. There are significant results from the test effect of independent variables towards mediation variables (T-statistic is greater than 1.96 or P-values is lower than 0.05).
3. Test the effect of independent and mediation variables to dependent variables (T-statistic is greater than 1.96 or P-values is lower than 0.05).

There are two types of mediation, which are full and partial mediation. According to Ratnadewi (2022), full mediation occurs when the outcome between independent variables and mediation variables are insignificant, while from mediation variables to dependent variables are significant and partial mediation occurs when the outcome between independent variables and mediation variables, also between mediation variables and dependent variables, are significant.

CHAPTER 4 DATA ANALYSIS

In chapter four, there are analysis process and result of data that already collected. In this research, both the qualitative and quantitative data results are defined and evaluated to answer the research questions in Chapter 1.

4.1 Qualitative Approach Analysis

As already mentioned in the Chapter 3, the target respondents come from TikTok users from age 18-34 years old that ever watch skincare short video promotion at TikTok For You Page and decide to buy the product at least 1x (once). The researcher interviewed F, R, M, A, J, and H.

- The first interview was conducted with Fira (F) through face-to-face meeting on December 30th, 2023, started from 15.11 to 15.39. Reasons to choose F as the respondent because she bought one skincare product because of TikTok Skincare Short Video promotion in For You Page, which is Noera by Reisha lotion.
- The second interview was conducted with Rara (R) through Zoom Meeting on January 1st, 2024, from 19.28 to 20.12. Reasons to choose R as the respondent because she bought many skincare products because of TikTok Skincare Short Video promotion in For You Page, which are Somethinc Calm Down Moisturizer, Azarine Hydramax C Sunscreen, and Avoskin Serum. She even has group chat with her friends in the TikTok application to share many short videos related to skincare that she found on For You Page.
- The third interview was conducted with Maria (M) through Zoom Meeting on January 9th, 2024, from 19.56 to 20.20. Reasons to choose M as the respondent because she bought one skincare product because of the TikTok Skincare Short Video promotion in For You Page, which is Avoskin Serum.
- The fourth interview was conducted with Angeline (A) through Zoom Meeting on January 12th, 2024, from 20.04 to 20.22. Reasons to choose A as the respondent because she bought many skincare products because of TikTok Skincare Short Video promotion in For You Page, which are Azarine Sunscreen, Skintific Clay Mask, Skingame Moisturizer, and Somethinc Serum.

- The fifth interview was conducted with Jane (J) through Zoom Meeting on February 17th, 2024, from 19.58 to 20.11. Reasons to choose J as the respondent because she bought one skincare product because of TikTok Skincare Short Video promotion in For You Page, which is Somethinc Moisturizer.
- The sixth interview was conducted with Hasya (H) through Zoom Meeting on March 24th, 2024, from 19.56 to 20.17. Reasons to choose H as the respondent because she bought one bundle of skincare product because of Skincare Short Video promotion in TikTok For You Page, which is The Originote skincare product bundling (toner, moisturizer, and serum).

4.1.1 Interview Results

The transcript and coding of this interview are attached in Appendix A. Below is the summary of the interview results:

4.1.1.1 Perceived Playfulness

Based on the interview results, it shows that several respondents have different perspectives of skincare short video promotion in TikTok For You Page that gives them enjoyment, but some of them have similarity in terms of video criteria, which are video that shares humor, not-too-much editing, and fun. These respondents' answers below included in perceived playfulness variable because the respondent's keywords answer covers the perceived playfulness dimensions, which are manifest joy that consists of laughter, pleasure, preference, and sense of humor that consists of joking and entertaining (Lieberman, 1977) and playfulness in TikTok consists of memes and elements provided by TikTok platform, for example special effects, techniques to highlight the video, and redesign the video that exists by adding additional effects (Reijmerink, 2022). Respondent's answer covers the criteria are marked with bold keywords.

*“For me, it is a skincare influencer's video that uses **attractive words** as like Dosen Kecantikan and reviewing the product while giving out-of-the box **humor** as like Dwynnawin.”*

- F

*“Video that is never showing yellow cart since it is more trusted, video that shows before-after in using product, creator **don't force us** to buy the product, creators promoting brand*

*that I already familiar before, **not too-much-edit** video, and creators give **humor** while reviewing product.”*

- R

*“For me, it’s a video that is **fast**, shares **humor**, **expressive**, **fun**, and **not-too-much editing**.”*

- M

*“I like videos that are **not too long**, **not boring**, **not too-much-edit**, giving clear and not general information.”*

- A

*“Videos that are **not hard selling** the product and coming from the user's side, not the brand.”*

- J

*“For me, it's a video that shows the creator's face, **fun**, shares **humor**, uses **suitable backsound**, and is **pleasant to hear**.”*

- H

4.1.1.2 Perceived Usefulness

Based on the interview results, it shows many criteria of skincare short video promotion that are useful and give benefit for each respondent. But, some of them have similar perspectives, which are videos showing before-after and giving comparisons between different skincare products. These respondents' answers below were included as perceived usefulness variables because one of the indicators of perceived usefulness are low cost from searching product information online (Moslehpour, 2018) and effort saving (Guritno & Siringoringo, 2013). So, respondents can receive the information about skincare products just by watching skincare short video promotions at TikTok For You Page. Respondent’s answer covers the criteria are marked with bold keywords.

“For me, it’s a video that is made by influencers not by brand, since most likely videos that are made by brands are self-claimed and do not share honest reviews.”

- F

*“Videos that **show before-after, not overclaim**, reviewed by many creators, and I know personally that the brand promoted are having a good quality product.”*

- R

*“Videos that **giving comparison** between each product”*

- M

*“Videos that are **completed with subtitles**, since sometimes I miss what the creators said if there is no subtitle.”*

- A

*“Videos that **demonstrate before-after, share the plus and minus of product, share the product benefit, and compare different products.**”*

- J

*“Videos that give **detailed information**, starting from brand name, skin type, **product benefits, how to use the product, and shows before-after.**”*

- H

4.1.1.3 Perceived Ease of Use

Based on the respondent's answer, they share diverse perspectives regarding why skincare short video promotion at TikTok For You Page ease them to find suitable skincare products, but the similarity of respondent's answer is TikTok Shop's yellow carts feature (popular known as “Keranjang Kuning”) that were added by the creators in video that make them can easily check the product detail and check out or purchase the product. These respondents' answers below included in perceived ease of use variable because perceived ease of use has several indicators, which are easy to learn, easy to meet expectation, ease to become skillful, and easy to do transaction (Hubert et al., 2017). Most respondents answer that mentioned the appearance of the yellow cart feature in video covers the easy to do transaction indicator, since users can check the product detail and directly check out or purchase the product by clicking on the cart. The other respondents' answers are covering the easy to meet the expectation indicator to gain skincare product information because of the variations in TikTok For You Page to make the comparison. Respondent's answer covers the criteria are marked with bold keywords.

*“Because of the **variations of videos that appear on my FYP**, it makes it **easier to compare** product compositions, benefit, and choose which one matches for me.”*

- F

*“Because the creator that I like **attached a yellow cart** to check out the product that they review, the creator promoted a skincare brand that I was already familiar with, and because of the day-by-day impact that was shown by the creator in the form of video.”*

- R

*“Because the creator **attached a yellow cart**, since it was already completed with the details of product description and price that **ease me**. Another that, video that promoted a brand that I am already familiar with, already popular, and promoted by many people in other video.”*

- M

*“When the creator provides a **yellow cart** on the video, so we can directly check out the product in the app without moving to another application and when the creator mentions when the product will have a promo.”*

- A

“Video that appears is already trusted because the creator is a skincare influencer and creators demonstrate the information in a clear way, straightforward, and not scripted.”

- J

*“There is **yellow cart** given in the video, it **eases** and really helps until the purchase decision.”*

- H

4.1.1.4 Subjective Norms

Based on the respondent's answer, it shows how respondents get recommended and recommend others to use skincare short video promotion at TikTok For You Page to get information regarding skincare products and 5 from 6 respondents are ever recommending TikTok skincare short video promotions to their friends and only 3 who get recommendations from other people. These respondents' answers below are included in subjective norms variables because subjective norms are a form of social norms that shows the social pressure that can come from family or friends (Lin et al., 2023). It shows how respondents can get

inspired to use skincare short video promotion at TikTok For You Page as the guideline because of other people's recommendation and how respondents also recommend it to the others (Manning, 2009). Respondent's answer covers the criteria are marked with bold keywords.

"I never get recommendation from others to find about skincare product information in TikTok For You Page and also never recommend it to others. Purely, just explore it by myself."

- F

"I got inspired by my friend in senior high school to use TikTok as a platform to find information about skincare. We also have a TikTok group chat to talk about skincare by sharing videos on it. I also recommend it to the others by giving the video link that I found."

- R

"It's starting with my friend who recommend louissescarlett, one of famous skincare affiliator in TikTok because of the low price that always offered in her livestream. Because I search her account in the search bar, it makes my FYP full with short video content that is related to skincare. I also recommend to my sister and friends to look out for the product that I found in TikTok FYP."

- M

"I never get recommendations from other people, but I recommend a friend to buy the Skintific product that I bought because of TikTok FYP content."

- A

"I only explore the FYP by myself, but I share it with my friend whenever I find a good review."

- J

"Actually, I explore FYP by myself, but my mutual friend on TikTok indirectly recommended it, since she often reposted short video content that related to skincare product promotion, so it will appear in my FYP. I also recommend it to other friends whenever they need recommendations."

- H

4.1.1.5 Perceived Risk

Based on the respondent's answer, they share several disadvantages and risks that they felt whenever they use skincare short video promotion at TikTok For You Page as the guideline to find information related with skincare products, focusing on the impact of UGC, brand domination, and untrusted skincare reviews. It shows that most of the respondents have negative experience with the brand domination and untrusted skincare reviews. These respondents' answers below are included in perceived risk variables because perceived risk consists of several risk types, which are physical risk, functional risk, social risk, time-loss risk, financial risk, opportunity cost risk, and information risk (Lu et al., 2005).

First, the respondents' answer covers the functional risk, since by definition, functional risk is happening when the product or service might not perform as expected (Lu et al., 2005) and it shows in the respondent's answer, which are:

“Somethinc and Skintific video always appear on my FYP”

“skincare brand video promotions that I don't interest in, but keep appearing on my FYP”

“(skincare) product that I want to know more, not appear”

“skincare affiliators that keep appearing on my FYP”

“same (skincare) product kept appearing again and again”

“force viewers to buy”

“find irrelevant promotional videos in my FYP”

“found Somethinc video promotion keep appearing on my FYP”

“brand domination is happening on FYP”

Second, the respondent's answer covers the information risk, since by definition, information risk is the false information possibility (Lu et al., 2005) and it shows in the respondent's answer, which are:

“overclaiming about the product”

“confused whether the product is really good or just having affordable prices”

“many contents that fool viewers”

“only mention positive side of the product, without mentioning the negative side”

“untrusted skincare review”

“not all skincare related videos share an honest review”

“don't know the product claim is right or not”

Third, time-loss risk, since by definition, time-loss risk is happening when the activity wastes the time (Lu et al., 2005) and it shows in the respondent's answer below:

“makes me addicted to scroll on FYP”

Respondent's answer covers the criteria are marked with bold keywords.

*“For me, the UGC in TikTok makes me addicted to scroll on FYP. I saw **Somehinc and Skintific video always appears on my FYP. I found many skincare brand video promotions that I don't interest in, but keep appearing on my FYP. It makes the product that I want to know more, not appear.**”*

- F

*“I get skeptical with skincare affiliators that **keep appearing on my TikTok FYP. I saw many skincare brands that dominated the FYP but they were over-claiming about the product and the same product kept appearing again and again. I am concerned with the quality, balancing with the price itself. Brand domination makes me confused** whether the product is really good or just offers an affordable price. The untrusted one is who attached the yellow cart to the video, **fool viewers, and force viewers to buy. Also, there is video that only mention the positive side of the product, without mentioning the negative side.**”*

- R

*“Whenever I find irrelevant promotional videos in my FYP, it bothers me sometimes. I am aware of **brand domination in TikTok FYP and it does not guarantee that the brand is trusted and the product has a good quality.**”*

- M

*“I get bored when I found **Somehinc video promotion keep appearing on my FYP. For me, the untrusted skincare review that appears in FYP is foolish and disturbing.**”*

- A

*“I am aware that **brand domination is happening on FYP and after a long time it has happened, it makes me annoyed and I lose interest and decision to buy the product. It is***

*shadowing the real user experience. Untrusted skincare reviews really decreases consumer trust, makes me **do not want to buy the product, and watching the video.***

- J

*“I am aware that **not all videos that appear related to skincare share an honest review**, for example videos that come from affiliators or endorsed influencer, are mostly not trusted, we **don’t know is the product claim right or not**, but FYP can’t be controlled, so it’s from us who can filter it.*

- H

4.1.1.6 Trust

Based on the respondent’s answer, it shows that all of the respondents are not directly trusting skincare short video promotion at TikTok For You Page. These respondents’ answer was included in trust variable because it directly stated their distrust towards skincare short video promotion at TikTok For You Page by the bold words keywords.

*“I **don’t directly trust** skincare short video promotion at TikTok FYP because of my personal experiences of ever buying a skincare product that is over-claimed. I look to other reviews by utilize search bar feature at TikTok to be more convinced.”*

- F

*“I **never directly trust** what it claims on FYP, usually I ask my friend to know the review and whether the skincare brand has good credibility or not.”*

- R

*“I **don’t directly trust** skincare short video promotions at FYP. For me, when I watch the same video 5 times and I’m still not interested, it means that I will not buy the product. If I’m interested, I still doing my research before purchase the product.”*

- M

*“I’m **not directly trust** skincare videos promoted at TikTok FYP since I also saw so many videos with Paid Partnership tag and sponsored video type.”*

- A

*“I’m **not directly trust** skincare short video promotions at FYP, usually I will look at the comment section, ask my friend who is a professional at skincare, and look out for other reviews.”*

- J

*“I **honestly don’t directly trust** skincare video promotion at TikTok FYP since there are so many untrusted and overclaim skincare reviews, except the reviewers are people or influencers who are expert at skincare, usually they are more trusted. But, I never use them as my guide.”*

- H

4.1.1.7 Purchase Intention

Based on the interview result, it shows that every respondent has their own reasons for having an intention to buy the product after watching the skincare short video promotion at TikTok For You Page. Respondent’s answer covers the purchase intention variables since in this part, it shows the behavior, perception, and attitude of respondents towards the skincare short video promotion at TikTok For You Page and not into the buying of the products already (Mirabi et al., 2015). It shows the process of rank the brand and preferences (Yones & Muthaiyah, 2023). Other than that, there are several considerable factors in the purchase intention stage, which are product information, trust, and perceived quality (Hajli et al., 2017) that included in the respondent’s answer. Respondent’s answer covers the criteria are marked with bold keywords.

*“Usually, it is because the **video promotion is interesting** to me, then it **makes me interested to buy it**. For example, from the video in FYP, I get interested in serum, night body lotion, and toner then **I will check first** about the composition that I need and the **reviews from each brand**.”*

- F

*“It comes **when a product promoted in the video is a product that I need**, since I seldom to do impulsive buying for skincare.”*

- R

*“It’s because the **creator announced in the video that they will have a promo**.”*

- M

*“It is because the **product is being reviewed by a beauty reviewer that I like and trust**, as like Sapeye and Suhay Salim”*

- A

*“It is because of the **personal relevance** of the video, because of the same skin condition between me and the creator, **persuasive experience** shown from creator, and **positive comment sections in the video.**”*

- J

*“It is because the **video promoted a skincare brand that I am familiar with**, it’s a famous brand that is used by many people, and trusted.”*

- H

4.1.1.8 Purchase Decision

Based on the interview results, it shows that most respondents reason to come to the product purchase after watching skincare short video promotion at TikTok For You Page because of the promo and product necessity. Respondent’s answer covers the purchase decision variables since according to Setyawan & Prativi (2021), dominant factors that lead to the purchase decision are the need of the product and how the sellers can offer the product attractively, which is covered to the respondent’s answer marked by bold keywords.

*“It is because the product promoted has a **shipping fee discount.**”*

- F

*“It is because of the **affordable price**, usually I will wait for **double date and payday campaigns** to check out, since I’m quite price sensitive.”*

- R

*“It is because **there is a need to buy the product** and before that I **already have a purchase intention**, so I can **directly check out**, since skincare purchase is a routine. **Promo prices make the purchase even better.**”*

- M

*“It is because I **need the product** because it is already unavailable and when the product has **affordable price.**”*

- A

*“It is because the product promoted has a **promo**, I usually **directly check out.**”*

- J

*“It is because I **specifically need the product**, for example, when I get acne, so I will buy the product that is specific for acne.”*

- H

4.1.2 Netnography Results

For the netnography, researcher already collected several comments in skincare short video promotion from user side in TikTok’s comment section to gain the perspectives from TikTok’s users that watch skincare short video promotion. Below are the netnography results:

4.1.2.1 Perceived Playfulness

*“Baginda Raja (skincare reviewer at TikTok) who are **funny** and really talkative. Since I watch your video, never carelessly buy skincare.”*

- U

*“My always favorite beauty influencers are MaharajaSP (skincare reviewer at TikTok) and Dosen Kecantikan (skincare reviewer at TikTok), you are **really entertaining and fun.**”*

- E

*“Lifni Sanders (skincare reviewer at TikTok) is the best, I **really enjoy** seeing her when **doing superzoom** in review and also Jiglycious (skincare reviewer at TikTok) has **no filter** used in her video.”*

- A

4.1.2.2 Perceived Usefulness

*“Yes, Kak Ojan, Kak Satu Hari Satu Review, and Dokter Skincare (skincare reviewer at TikTok) **really help me to choose** skincare products.”*

- S

*“Really like the review. Really **helpful**.”*

- A

*“My guideline to buy skincare is Kiara Leswara (skincare reviewer at TikTok) because of our same skin tone. Her review always **helps me with what product and shade that I can choose**.”*

- K

4.1.2.3 Perceived Ease of Use

*“I prefer videos with **yellow carts** that **eases me** to look at the product and there is no hassle searching for it.”*

- K

*“I like Kamila Jaidi & Swanpedia (skincare reviewer at TikTok) who are **simple and not complicated**. It is **easier to understand** by common people. Also, for Dosen Skincare (skincare reviewer at TikTok) since he explains the plus and minus of the product.”*

- W

4.1.2.4 Subjective Norms

*“For me, the **comments section in TikTok videos from people** that talk about honest reviews about a skincare product is more trusted.”*

- B

*“**Everyone should know** about The Aubree (skincare brand). It’s a really good product.”*

- V

4.1.2.5 Perceived Risk

*“We should use our cleverness to be concerned before buying skincare products and **not be tempted by the promotion and prices** that are promoted in the video.”*

- A

*“Every skincare review that is **“too good to be true”** is a **caution.**”*

- T

*“Skintific, Originote, and Facetology are **only massive at ads**, but when it used, there is no
change and make duller skin.”*

- U

4.1.2.6 Trust

*“I agree, right now **I don’t want to trust FYP ads anymore**, basic skincare is enough.”*

- D

*“**Don’t ever trust FYP ads easily**, please take care of your skin.”*

- L

4.1.2.7 Purchase Intention

*“Mineral Botanica’s product short video promotion appears on my For You Page, the
reviews are good too. It **makes me interested to buy it.**”*

- R

*“Already waited for this promo, but **now I’m still confused about which one to buy.**”*

- H

*“Thank you Jodie Tan (skincare reviewer at TikTok) for reviewing these two different brands,
I’m confused to choose which one I want to buy.”*

- F

4.1.2.8 Purchase Decision

*“**I already checked out** a facial wash product from Mineral Botanica when the **12.12 double
date campaign happens.**”*

- A

*“**Just check out** Azarine product, hopefully it **suits my oily and acne skin.**”*

- R

4.1.3 Summary

The detail of the data validation summary of the interview results are attached on the Appendix C. Below is the listing key phrases as the summary of interview results that already validated.

Table 4.1 Summary of Interview Results

Indicator	Listing Key Phrases
Perceived Playfulness	- Video with humor and fun. - Video that edited well. - Video that pleasurable. - Videos that promoted familiar brand. - Videos that are informative. - Videos that come from the user side.
Perceived Usefulness	- Videos that informative - Video with subtitle. - Videos that are made by users. - Videos that promoted familiar product.
Perceived Ease of Use	- Yellow cart feature that attached in the TikTok's short video promotion. - Various type of videos appears in FYP. - Brand, product, and skincare influencer familiarity. - Informative video.
Subjective Norms	- Get recommendation from colleagues, directly and indirectly. - Recommend the video or product promoted to the others.
Perceived Risk	- Addicted to scroll FYP. - Irrelevant video. - Skincare brand domination on FYP. - Untrusted type of content.

Indicator	Listing Key Phrases
Trust	Skincare short video promotions at TikTok For You Page are not directly trusted by users. They will further do the research by utilize TikTok search bar, ask their friends, ask the skincare professional, check the comment sections, and look other reviews to be more convinced and know the credibility.
Purchase Intention	- Interesting video promotion. - Skincare product necessity. - Promotion announcement by creator in the video. - Review from trusted influencer. - Personal relevance of skin condition from reviewer. - Persuasive experience by creator in video. - Comment sections. - Brand familiarity in the video.
Purchase Decision	- Promo from product promoted - Product necessity.

4.1.4 Data Validation

As mentioned in the Chapter 3, the data results from qualitative method, which are the interview results, will be validated by data triangulation from literature review in the Chapter 2 and netnography from comment section of skincare short video promotion in TikTok, which already summarized on the Appendix C and key phrased on the Table 4.1. Based on these three results, similarity of data shown on Table 4.2. Therefore, it concludes that the results of qualitative research are valid.

Table 4.2 Data Validation

Variable	Literature Review	Respondent's Interview	Netnography from comment section of skincare short video promotion in TikTok
Perceived Playfulness	✓	✓	✓
Perceived Usefulness	✓	✓	✓
Perceived Ease of Use	✓	✓	✓
Subjective Norms	✓	✓	✓
Perceived Risk	✓	✓	✓
Trust	✓	✓	✓
Purchase Intention	✓	✓	✓
Purchase Decision	✓	✓	✓

After doing evaluation and data validation for the interview results using data triangulation technique, by comparing it with the literature review and netnography from comment section in TikTok's skincare short video promotion, it shows that all variables passed the validity test. So, all variables which are Perceived Playfulness, Perceived Usefulness, Perceived Ease of Use, Subjective Norms, Perceived Risk, Trust, Purchase Intention, and Purchase Decision can be used as the variables in the further research.

4.2 Quantitative Data Analysis

The quantitative approach was conducted with questionnaires-based surveys that were fulfilled by 224 respondents, which passed the minimum sample size mentioned in Chapter 3.

4.2.1 Respondents Socio Demographic Profile

4.2.1.1 Age

It is shown in Figure 4.1, from 224 respondents, 59,8% of the respondents are in 18-24 years old with a total amount of 134 respondents and 40,2% of the respondents are in 25-34 years old with a total amount of 90 respondents. It is supported by the shares of TikTok users in Indonesia in age range 18-24 years old that are 7% higher than the age range 25-34 years old (Socialinsider, 2023).

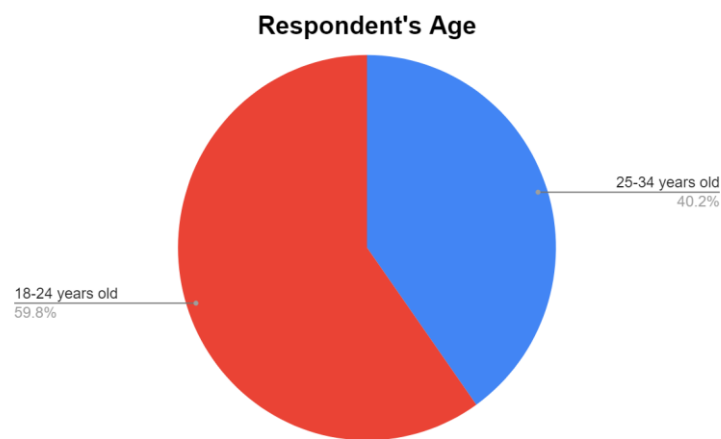


Figure 4.1 Age

From this result, it shows that shares of TikTok users who have interest in watching skincare short video promotion at TikTok For You Page until they have a decision to buy the skincare product itself are mostly coming from ages 18-24 years old, which covers 59.8%.

4.2.1.2 Gender

It shows in Figure 4.2 that from 224 respondents, 84,8% of the respondents are female with a total amount of 190 respondents and 15,2% of the respondents are male with a total amount of 34 respondents.

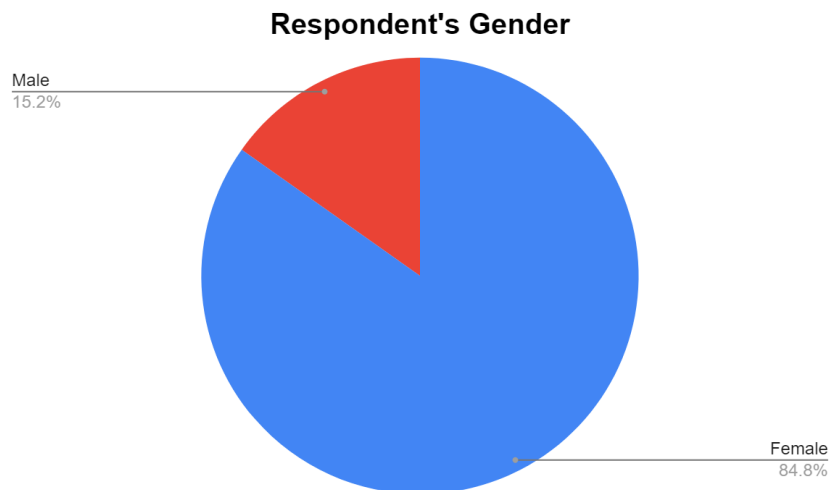


Figure 4.2 Gender

From this result, it shows that shares of TikTok users who have interest in watching skincare short video promotion at TikTok For You Page until they have a decision to buy the skincare product itself are mostly coming from female which covers 84.8%.

4.2.1.3 Income

It shows in Figure 4.3 that from 224 respondents, there are 17.4% of the respondents that having no income per month with a total amount of 39 respondents who are still do not have any job (unemployed) and still becoming the college student, 4% respondents having an income less than Rp 1.0000.000 with a total amount of 9 respondents, 23.2% respondents having an income range between Rp 1.000.000-Rp 3.000.000 with a total amount of 52 respondents, 36.2% respondents having an income range between Rp 3.000.001-Rp 5.000.000 with a total amount of 81 respondents, 16.1% respondents having an income range between Rp 5.000.001-Rp 9.000.000 with a total amount of 36 respondents, and 3.1% respondents having an income more than Rp 9.000.000 with a total amount of 7 respondents.

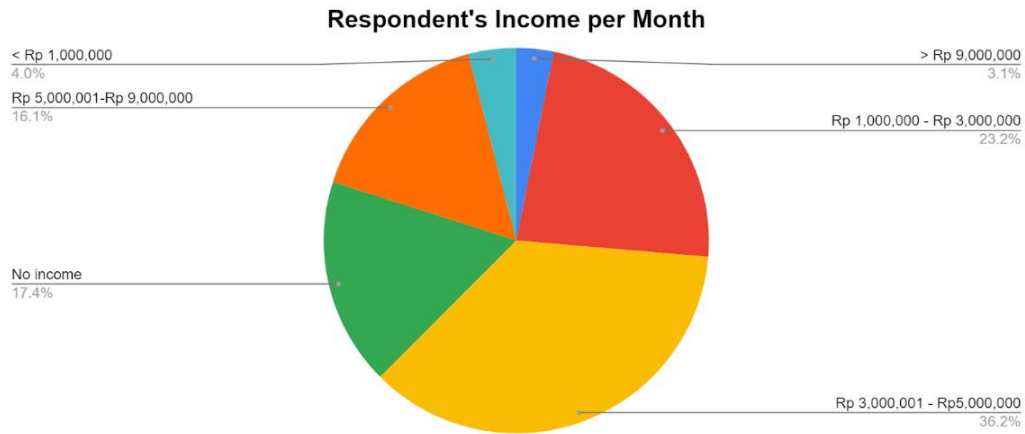


Figure 4.3 Income

From this result, it shows that shares of TikTok users who have interest in watching skincare short video promotion at TikTok For You Page until they have a decision to buy the skincare product itself are mostly coming from people with monthly income range Rp 3,000,001 - Rp 5,000,000 that covers 36.2% of shares.

4.2.1.4 Occupation

It shows in the Figure 4.4 that from 224 respondents, there are 43.8% respondents which are college students that amount of 98 respondents, 43.3% respondents which are employee from private and public sector that amount of 97 respondents, 10.7% respondents which are entrepreneur that amount of 24 respondents, and 2.2% respondents which are unemployed that amount of 5 respondents.



Figure 4.4 Occupation

From this result, it shows that shares of TikTok users who have interest in watching skincare short video promotion at TikTok For You Page until they have a decision to buy the skincare

product itself are mostly coming from college students and employees that covers a total of 87.1% of shares.

4.2.2 Respondents Behavioral Profile Related to TikTok Application

4.2.2.1 Length of years of using TikTok

It shows from Figure 4.5 that from 224 respondents, there are 8.5% respondents who are using TikTok less than a year with a total amount of 19 respondents, 34.8% respondents who are using it in time range 1-2 years with a total amount of 78 respondents, and 56.7% respondents who are using it more than 2 years with a total amount of 127 respondents.

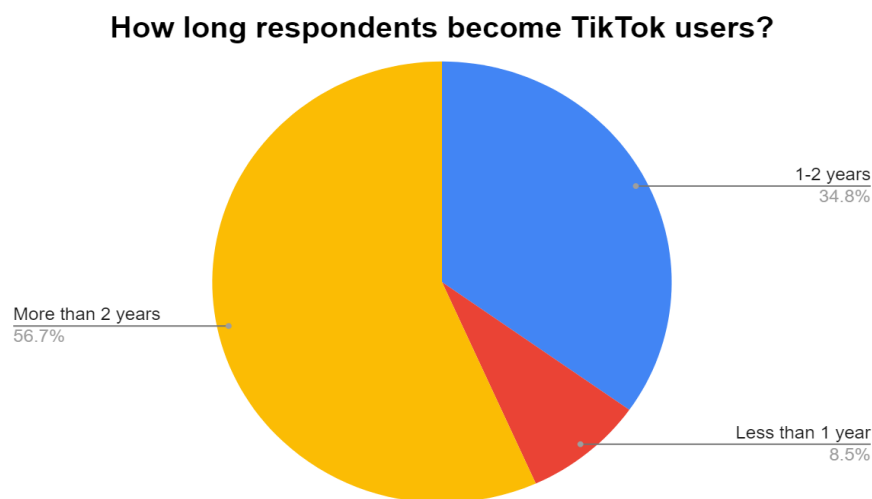


Figure 4.5 Length of years of using TikTok

From this result, it shows that shares of TikTok users who have interest in watching skincare short video promotions at TikTok For You Page until they have a decision to buy the skincare product itself are already becoming active TikTok users for a long time, which are more than 2 years and covers 56.7% of shares.

4.2.2.2 Daily screen time of using TikTok

It shows from Figure 4.6 that from 224 respondents, 13.4% of the respondents are using TikTok less than 2 hours per day with a total amount of 30 respondents, 51.8% of the respondents are using TikTok in time range 2-5 hours per day with a total amount of 116 respondents, 32.1% of the respondents are using TikTok in time range 6-10 hours per day with a total amount of 72 respondents, and 2.7% of the respondents are using TikTok more than 10 hours per day with a total amount of 6 respondents.

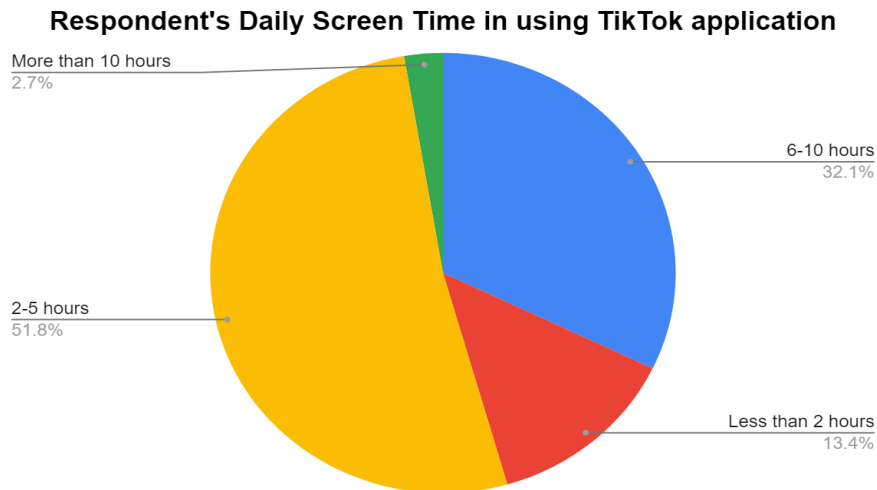


Figure 4.6 Daily screen time of using TikTok

From this result, it shows that shares of TikTok users who have interest in watching skincare short video promotions at TikTok For You Page until they have a decision to buy the skincare product itself are mostly using TikTok application in time range 2-5 hours per day and covers 51.8% of shares.

4.2.2.3 Purpose of using TikTok

It shows from Figure 4.7 that from 224 respondents, 41.7% of the respondents are using it both for entertainment and for education or getting information, 21.1% of the respondents are using it only for entertainment, 9.4% of the respondents are using it only for business and both for entertainment and business at the same time, 8.5% of the respondents are using it only for education or getting information, 5.8% of the respondents are using it for entertainment, business, and education or getting information at the same time, and 4% of the respondents are using it for business and for education or getting information.

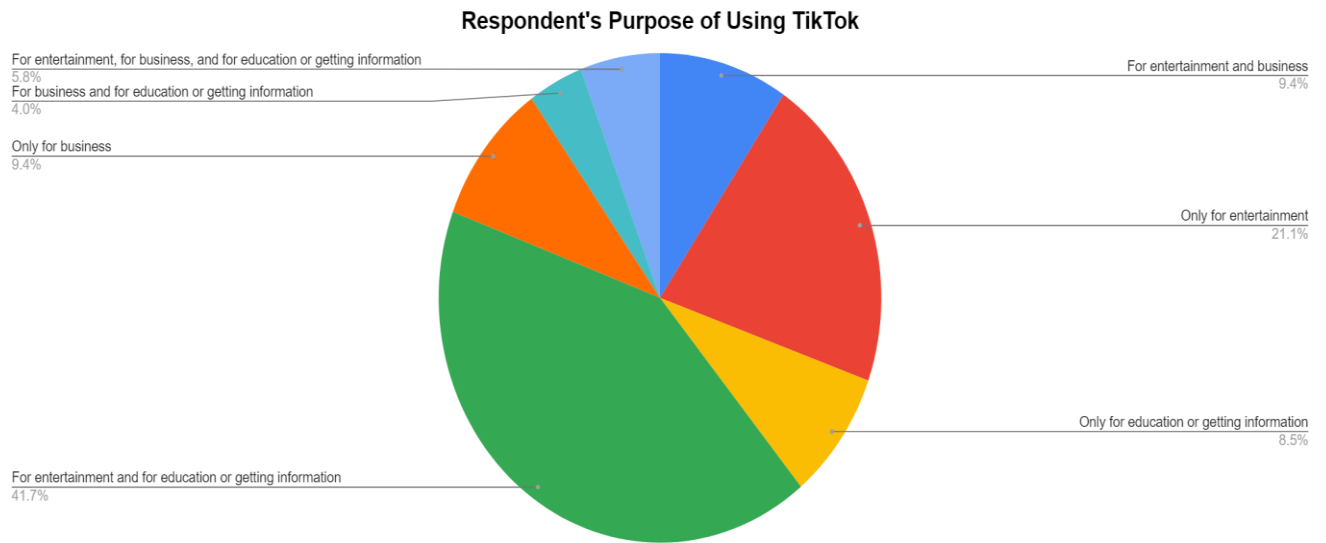


Figure 4.7 Purpose of using TikTok

From this result, it shows that shares of most TikTok users who have interest in watching skincare short video promotions at TikTok For You Page until they have a decision to buy the skincare product itself are having a purpose to use TikTok application for the entertainment and for education or getting information at the same time and covers 41.7% of shares.

4.2.2.4 Most liked type of skincare short video promotion at TikTok For You Page

It shows from Figure 4.8 that from 50% of the respondents are like In-Feed ads type of video with a total amount of 112 respondents, 14.3% of the respondents are like Top View type of video with a total amount of 32 respondents, 23.7% of the respondents are like Hashtag Challenge type of video with a total amount of 53 respondents, and 12.1% of the respondents are like Branded Effect type of video with a total amount of 27 respondents.

Respondent's Most Liked Type of Skincare Short Video Promotion at TikTok For You Page

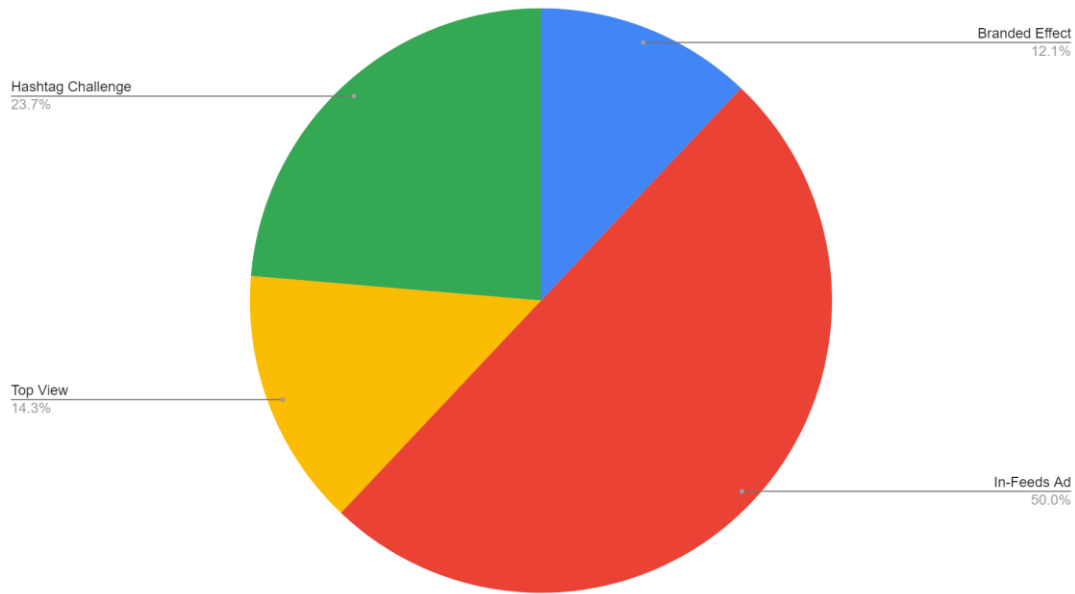


Figure 4.8 Most liked type of skincare short video promotion at TikTok For You Page

From this result, it shows that shares of TikTok users who have interest in watching skincare short video promotions at TikTok For You Page until they have a decision to buy the skincare product itself are mostly liked In-Feed ad, video that targeted and reached user through personalized For You Page (FYP) that appear alongside with the User-Generated Content (UGC). The most respondent reasons to like this type of video are this video are informative, clear, straightforward, not really look like ads, and interesting. So, it is becoming the good recommendation type of video for skincare company and skincare product affiliators to promote the skincare product through TikTok short video.

4.2.3 Respondents Behavioral Profile Related to Skincare Product

4.2.3.1 Skincare brand's TikTok account following

It shows from Figure 4.9 that from 224 respondents, 79.5% of the respondents are following TikTok account from skincare brand with a total amount of 178 respondents and 20.5% of the respondents are not following a TikTok account from skincare brand with a total amount of 46 respondents.

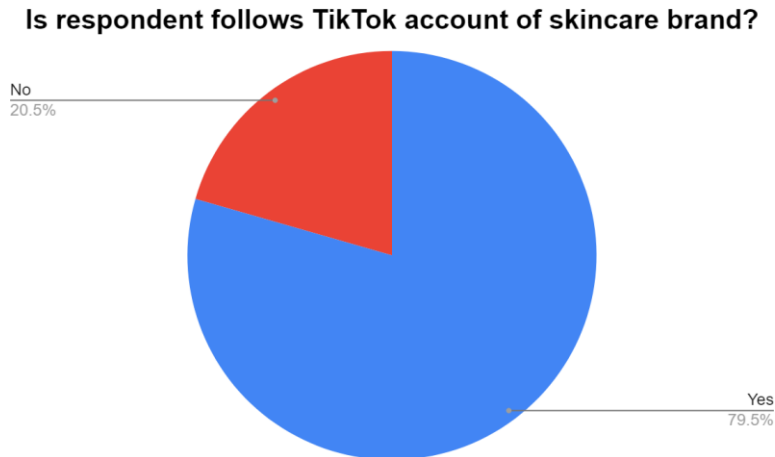


Figure 4.9 Skincare brand's TikTok account following

From this result, it shows that shares of TikTok users who have interest in watching skincare short video promotions at TikTok For You Page until they have a decision to buy the skincare product itself are mostly also following TikTok official account of skincare brand, which covers 79.5% of shares. It is becoming the high potential for skincare company to post short video as many as possible to speed the possibility to be appeared on For You Page (FYP), since most of TikTok users are also following their account.

4.2.3.2 Most chosen skincare brands

It shows from Table 4.3 about the highest brand shares of skincare products that respondents ever bought at least once because of skincare short video promotion at TikTok For You Page. It shows Skintific, Somethinc, and The Originote, even known having brand domination of short videos in TikTok For You Page based on the interview results and social listening result at TikTok's video comment section and X's tweets, they still becoming three most popular brand ever purchased by the users.

Table 4.3 Most chosen skincare brands by TikTok users

Name of Skincare Brand	Shares
Skintific	49.6% (111 from 224 respondents)
Somethinc	33.9% (76 from 224 respondents)
The Originote	30.4% (68 from 224 respondents)

Name of Skincare Brand	Shares
Avoskin	27.7% (62 from 224 respondents)
Azarine	21.9% (49 from 224 respondents)
Y.O.U	19.2% (43 from 224 respondents)
Wardah Beauty	17.9% (40 from 224 respondents)

4.2.3.3 Skincare product satisfaction rate

It shows in Figure 4.10 that from 224 respondents, 76.3% of respondents are satisfied with product that they bought because of skincare short video promotion at TikTok For You Page with a total amount of 171 respondents and 23.7% of respondents are not satisfied with the product with a total amount of 53 respondents.



Figure 4.10 Skincare product bought because of TikTok For You Page content satisfaction

From this result, it shows that 76.3% of TikTok users who have interest in watching skincare short video promotions at TikTok For You Page until they have a decision to buy the skincare product itself are being satisfied with product that they bought because of skincare short video promotion at TikTok For You Page.

4.2.3.4 Reason of product satisfaction

It shows in Figure 4.11 that from 224 respondents, 74.1% of respondents reasoning of satisfaction with product that they bought because of skincare short video promotion at TikTok

For You Page because of the good quality of product which match with their skin, align with the video claims, and having a good result.

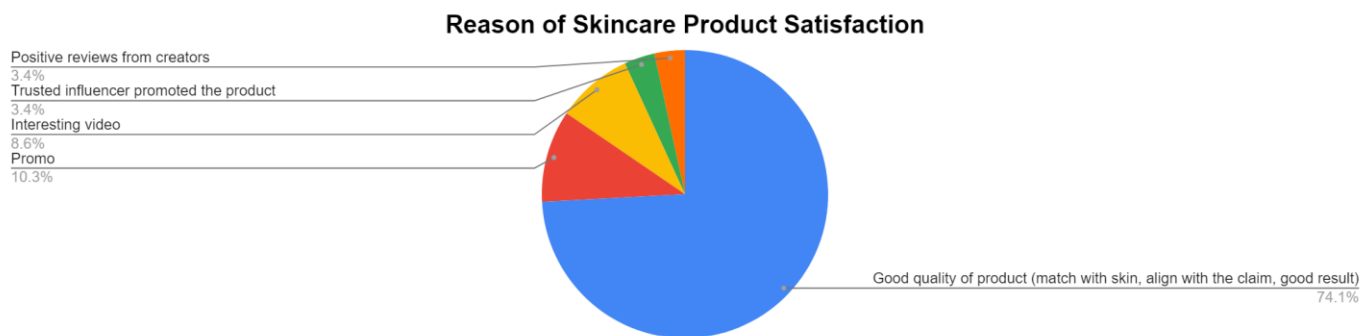


Figure 4.11 Reason of skincare product satisfaction that they bought because of TikTok For You Page content

From this result, it shows that respondent's product satisfaction reason is mostly coming from how the skincare product performed well and align with the product claim in the short video promotion.

4.2.3.5 Reason of product dissatisfaction

It shows in Figure 4.12 that from 224 respondents, 45.8% of respondents were not satisfied with the product that they bought because of skincare short video promotion at TikTok For You Page because of the overclaim information at skincare short video promotion at TikTok For You Page.

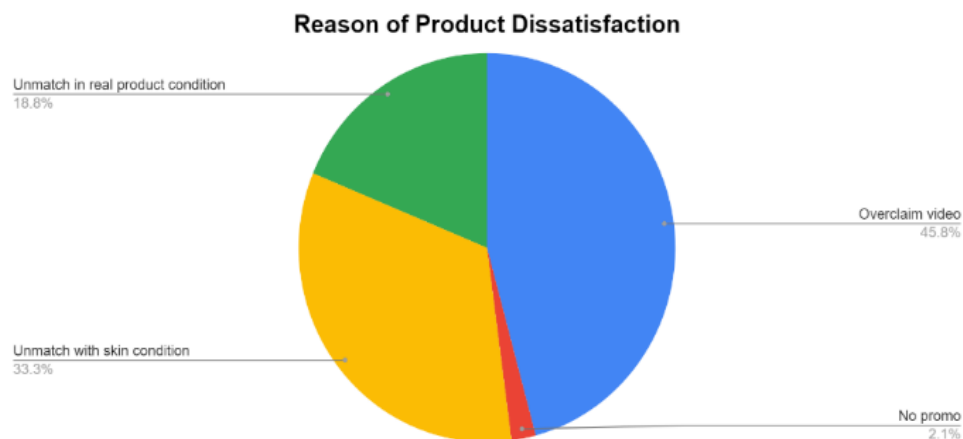


Figure 4.12 Reason of skincare product dissatisfaction that they bought because of TikTok For You Page content

From this result, it shows that respondent's product dissatisfaction is mostly coming from how the claims in the video are not aligning with the performance of the product, because of the too much or too positive claims in the video, without highlighting the negativity of the product. So, it can be concluded that it is important for aligning the product claim in the video and real performance to make the user satisfy as shown in Figure 4.11.

4.2.3.6 Quantity of skincare products bought

It shows in Figure 4.13 that from 224 respondents, 6.3% of respondents are bought only 1 product with a total amount of 14 respondents, 50.4% of respondents are bought 2-4 products with a total amount of 113 respondents, 35.3% of respondents are bought 5-8 products with a total amount of 79 respondents, 5.8% of respondents are bought 9-13 products with a total amount of 13 respondents, and 2.2% of respondents are bought more than 13 products with a total amount of 5 respondents.

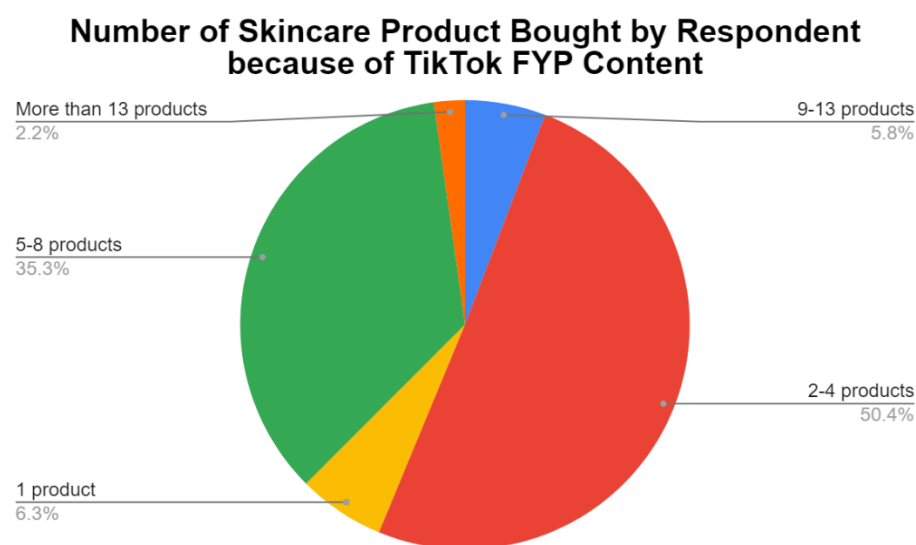


Figure 4.13 Quantity of skincare products bought because of skincare short video promotion at TikTok For You Page

From this result, it shows that shares of TikTok users who have interest in watching skincare short video promotions at TikTok For You Page until they have a decision to buy the skincare product itself are mostly already bought 2-4 skincare products because of the short video promotion that they ever watched in the past.

4.2.4 Descriptive Statistics

The results of Descriptive Statistics shown in Table 4.4 below:

Table 4.4 Descriptive Statistics Analysis

No.	Variable	Indicator	Label	Mean	Standard Deviation	Median	Mode	Min	Max
1	Perceived Playfulness	Watching Skincare Short Video Promotion in TikTok For You Page is fun, enjoyable, and makes me happy.	PP1	5.741	1.132	6.000	7	1	7
		Watching Skincare Short Video Promotion in TikTok For You Page makes me curious and want to explore more about Skincare Product.	PP2	5.728	0.907	6.000	6	1	7
		Watching Skincare Short Video Promotion in TikTok For You Page makes me more imaginative about Skincare Product.	PP3	5.826	1.118	6.000	6	1	7
		While watching Skincare Short Video Promotion	PP4	5.612	1.245	6.000	6	1	7

No.	Variable	Indicator	Label	Mean	Standard Deviation	Median	Mode	Min	Max
2	Perceived Usefulness	in TikTok For You Page, I imagined the product itself.							
		When watching Skincare Short Video Promotion in TikTok For You Page, I did not realize that time had elapsed.	PP5	5.701	1.269	6.000	6	1	7
		I find Skincare Short Video Promotion in TikTok For You Page useful to accomplish my Skincare Product wishlist.	PU1	5.879	1.089	6.000	6	1	7
		Using Skincare Short Video Promotion at TikTok For You Page as a recommendation improves the quality of the Skincare Product that I used.	PU2	5.683	1.131	6.000	6	1	7

No.	Variable	Indicator	Label	Mean	Standard Deviation	Median	Mode	Min	Max
		Watching Skincare Short Video Promotion in TikTok For You Page makes it faster for me to choose a Skincare Product to be bought.	PU3	5.862	1.265	6.000	6	1	7
		Using Skincare Short Video Promotion in TikTok For You Page increases effectiveness in order to choose the Skincare Product to be bought.	PU4	5.799	1.069	6.000	6	1	7
3	Perceived Ease of Use	I find Skincare Short Video Promotion in TikTok For You Page eases me to accomplish my Skincare Product wishlist.	PEOU1	5.804	1.097	6.000	6	2	7
		It is easy to learn how to use TikTok	PEOU2	5.777	0.956	6.000	6	2	7

No.	Variable	Indicator	Label	Mean	Standard Deviation	Median	Mode	Min	Max
		application to accomplish my Skincare Product wishlist through their For You Page feature.							
		Understanding the TikTok For You Page feature in TikTok application does not require a lot of skills.	PEOU3	6.080	1.215	6.000	7	1	7
		Using Skincare Short Video Promotion in TikTok For You Page to accomplish Skincare Product wishlist is less time consuming.	PEOU4	5.714	1.105	6.000	6	2	7
4	Subjective Norms	People important to me thought that I should watch Skincare Short Video Promotion in TikTok For You Page to accomplish my	SN1	5.460	1.493	6.000	6	1	7

No.	Variable	Indicator	Label	Mean	Standard Deviation	Median	Mode	Min	Max
		Skincare Product wishlist.							
		People I knew taught me that I should watch Skincare Short Video Promotion in TikTok For You Page to accomplish my Skincare Product wishlist.	SN2	5.362	1.448	6.000	6	1	7
		People that inspired me thought me to watch Skincare Short Video Promotion in TikTok For You Page to accomplish my Skincare Product wishlist.	SN3	5.580	1.44	6.000	6	1	7
		I read informations that watch Skincare Short Video Promotion in TikTok For You	SN4	5.612	1.311	6.000	6	1	7

No.	Variable	Indicator	Label	Mean	Standard Deviation	Median	Mode	Min	Max
		Page can help me to accomplish my Skincare Product wishlist.							
5	Perceived Risk	I tend to overspend on buying Skincare Products after watching Skincare Short Video Promotion in TikTok For You Page.	PR1	4.129	2.114	4.000	2	1	7
		Skincare Product that I bought based on information in Skincare Short Video Promotion in TikTok For You Page is not worth the money I spent.	PR2	3.808	1.958	3.000	2	1	7
		I might not receive the good quality of Skincare Product that I bought after watch Skincare Short Video	PR3	3.929	1.996	3.000	2	1	7

No.	Variable	Indicator	Label	Mean	Standard Deviation	Median	Mode	Min	Max
		Promotion in TikTok For You Page.							
		Finding the information of wanted Skincare Product information by watching Skincare Short Video Promotion in TikTok For You Page is difficult.	PR4	3.969	2.021	3.000	3	1	7
		I can not trust information in Skincare Short Video Promotion in TikTok For You Page.	PR5	4.022	1.831	4.000	4	1	7
		I may get addicted to buy Skincare Product because of Skincare Short Video Promotion in TikTok For You Page.	PR6	4.031	2.099	4.000	2	1	7
		TikTok may disclose user's personal information and	PR7	4.286	1.817	4.000	2	1	7

No.	Variable	Indicator	Label	Mean	Standard Deviation	Median	Mode	Min	Max
		preference data to Skincare brand.							
6	Trust	I trust the skincare brands promoted through Skincare Short Video Promotion in TikTok For You Page sells good quality of product.	T1	5.545	1.194	6.000	6	2	7
		I believe that skincare brands promoted through Skincare Short Video Promotion in TikTok For You Page is trustworthy.	T2	5.464	1.18	6.000	6	1	7
		I trust skincare brands promoted through Skincare Short Video Promotion in TikTok For You Page and would like to purchase their skincare product.	T3	5.634	1.323	6.000	6	1	7
		I trust skincare brands promoted	T4	5.634	1.203	6.000	6	1	7

No.	Variable	Indicator	Label	Mean	Standard Deviation	Median	Mode	Min	Max
		through Skincare Short Video Promotion in TikTok For You Page and interest to purchase their skincare product.							
		I believe that skincare brands promoted through Skincare Short Video Promotion in TikTok For You Page keeps it promises and commitments.	T5	5.509	1.275	6.000	6	1	7
7	Purchase Intention	I am considering purchasing Skincare Product because of Skincare Short Video Promotion in TikTok For You Page.	PI1	5.888	1.11	6.000	6	1	7
		I am likely to make future Skincare Product purchase after watch Skincare Short Video	PI2	5.670	1.047	6.000	6	1	7

No.	Variable	Indicator	Label	Mean	Standard Deviation	Median	Mode	Min	Max
		Promotion in TikTok For You Page.							
		If there is opportunity in the future, I would like to purchase Skincare Product after watch Skincare Short Video Promotion in TikTok For You Page.	PI3	5.853	1.192	6.000	7	1	7
		If given the chance, I can predict what Skincare Product that I will purchase after watch Skincare Short Video Promotion in TikTok For You Page.	PI4	5.723	1.033	6.000	6	1	7
8	Purchase Decision	I think purchasing a Skincare Product after watching Skincare Short Video Promotion in	PD1	5.594	1.299	6.000	6	1	7

No.	Variable	Indicator	Label	Mean	Standard Deviation	Median	Mode	Min	Max
		TikTok For You Page is the right decision.							
		Before I finally decide to purchase a Skincare Product after watching Skincare Short Video Promotion in TikTok For You Page, I still actively look at the product information.	PD2	5.911	0.982	6.000	6	1	7
		After I get the product information from skincare short video promotion at TikTok For You Page, I still evaluate and consider carefully before finally making the purchase decisions.	PD3	6.143	1.03	6.000	7	1	7

No.	Variable	Indicator	Label	Mean	Standard Deviation	Median	Mode	Min	Max
		I satisfy with Skincare Product that I bought after watch Skincare Short Video Promotion in TikTok For You Page.	PD4	5.795	1.058	6.000	6	1	7

Based on the Table 4.4 above, the highest mean score is 6.143, represented by Purchase Decision with the indicator “*After I get the product information from skincare short video promotion at TikTok For You Page, I still evaluate and consider carefully before finally making the purchase decisions.*”, describes how TikTok users still doing the evaluation and consideration for buying skincare product even after watching skincare short video promotion at TikTok For You Page. The lowest mean scores are 3.808, represented by Perceived Risk with the indicator “*Skincare Product that I bought based on information in Skincare Short Video Promotion in TikTok For You Page is not worth the money I spent.*”, corresponding to the highest means score indicator which describes that skincare products that bought based on information in Skincare Short Video Promotion in TikTok For You Page are worthy because of process of evaluation and consideration carefully before making a purchase.

It also can be seen, the highest standard deviation is 2.114, represented by Perceived Risk with the indicator “*I tend to overspend on buying Skincare Products after watching Skincare Short Video Promotion in TikTok For You Page*”. According to the National Library of Medicine (2021), the highest score of standard deviation means that the data is more spread out and further away from the mean. So, it can be interpreted that some of the respondents tend to overspend in buying skincare products after watching Skincare Short Video Promotion in TikTok For You Page, but most of them do not, supported by the mode of this indicator which are 2, which tend to being disagree with the statement. Besides, according to the National Library of Medicine (2021), the lowest score of standard deviation means that the data are closely clustered or very close to the mean. From the data, it shows that the lowest standard

deviation is 0.907, represented by Perceived Playfulness with the indicator “*Watching Skincare Short Video Promotion in TikTok For You Page makes me curious and want to explore more about Skincare Product*” that also supported by the highest median score which are 6.0 and the mode score in 6 which tend to Very Agree.

4.2.5 Partial Least Square Structural Equation Modelling (PLS-SEM) Analysis Result

In this research, Partial Least Square is used to specify the modelling from the conceptual framework. SmartPLS software used to evaluate and calculate the relationship between all of the variables in the study, which are Perceived Playfulness, Perceived Usefulness, Perceived Ease of Use, Subjective Norms, Perceived Risk, Trust, Purchase Intention, and Purchase Decision in the reflective measurement model. There are several steps to be done in order to do analysis, which are indicator reliability, internal consistency reliability, convergent validity, discriminant validity, and collinearity test. The model result can be shown in Figure 4.14.

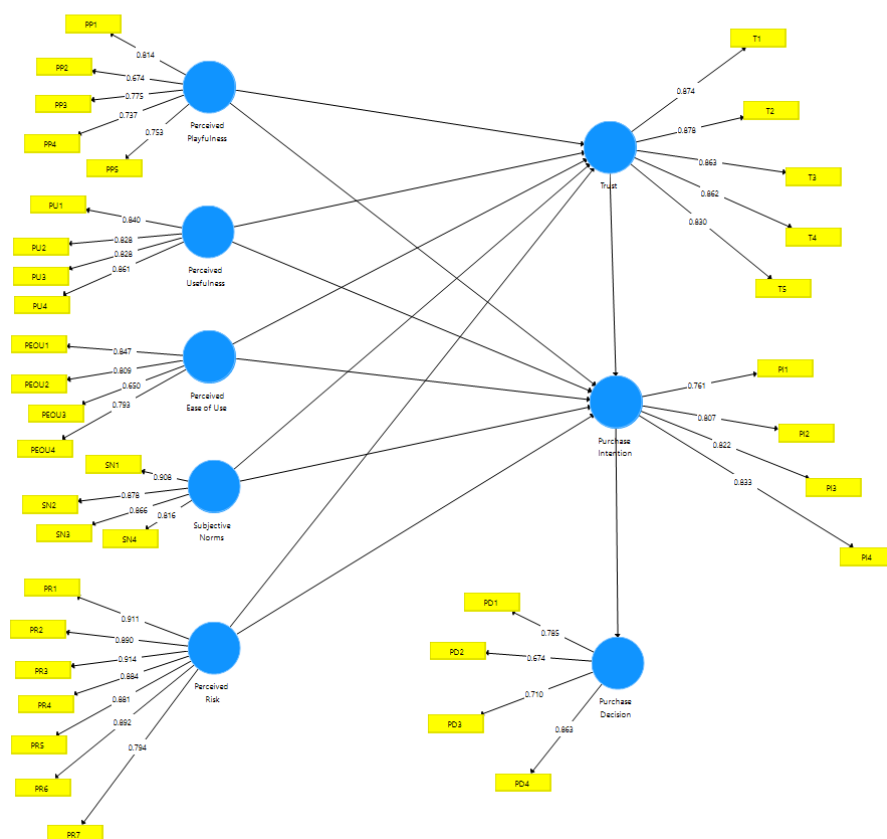


Figure 4.14 Partial Least Square Structural Equation Modelling (PLS-SEM)

This constructed model consists of eight variables and connected with twelve paths. The measurement model calculations are presented on these subchapters.

4.2.5.1 Indicator Reliability Test

Reliability test is used to know to what extent the results of measurement are trusted and giving relatively consistent results after there are several measurements (Aldyanti, 2016). In the SmartPLS, to test the indicator reliability, it used the outer loading values. The minimum acceptable score of reliability test using SmartPLS is minimum 0.4 for exploratory research (Bagozzi & Yi, 1988; Hulland, 1999; Wong, 2013). This research is counted as the exploratory research, since it is the first research topic with newest trend and phenomenon that explored (Swedberg, 2020).

Table 4.5 First Attempt of Indicator Reliability Test before Indicator Elimination

Variables	Indicators	Outer Loadings	Reliability
Perceived Playfulness	PP1	0.814	Reliable
	PP2	0.674	Reliable
	PP3	0.775	Reliable
	PP4	0.737	Reliable
	PP5	0.753	Reliable
Perceived Usefulness	PU1	0.840	Reliable
	PU2	0.828	Reliable
	PU3	0.828	Reliable
	PU4	0.861	Reliable
Perceived Ease of Use	PEOU1	0.847	Reliable
	PEOU2	0.809	Reliable
	PEOU3	0.650	Reliable
	PEOU4	0.793	Reliable

Variables	Indicators	Outer Loadings	Reliability
Subjective Norms	SN1	0.908	Reliable
	SN2	0.878	Reliable
	SN3	0.866	Reliable
	SN4	0.816	Reliable
Perceived Risk	PR1	0.911	Reliable
	PR2	0.890	Reliable
	PR3	0.914	Reliable
	PR4	0.884	Reliable
	PR5	0.881	Reliable
	PR6	0.892	Reliable
	PR7	0.794	Reliable
Trust	T1	0.874	Reliable
	T2	0.878	Reliable
	T3	0.863	Reliable
	T4	0.862	Reliable
	T5	0.830	Reliable
Purchase Intention	PI1	0.761	Reliable
	PI2	0.807	Reliable
	PI3	0.822	Reliable
	PI4	0.833	Reliable

Variables	Indicators	Outer Loadings	Reliability
Purchase Decision	PD1	0.785	Reliable
	PD2	0.674	Reliable
	PD3	0.710	Reliable
	PD4	0.863	Reliable

Based on the data in Table 4.5, it shows that all indicator variables are above 0.4, so it concludes that all indicator variables are reliable because all of them are valued above 0.4. However, in the discriminant validity test, there are two invalid variables which are Perceived Playfulness and Purchase Decision, so there are two indicators with the lowest outer loadings value that eliminated (Kirana, 2021), which are indicator PP2: *“Watching Skincare Short Video Promotion in TikTok For You Page makes me curious and want to explore more about Skincare Product”* and indicator PD2: *“Before I finally decide to purchase a Skincare Product after watching Skincare Short Video Promotion in TikTok For You Page, I still actively look at the product information”*. The indicator reliability test after elimination shown in Table 4.6 below and it shows all indicator variables are reliable.

Table 4.6 Second Attempt of Indicator Reliability Test after Indicator Elimination

Variables	Indicators	Outer Loadings	Reliability
Perceived Playfulness	PP1	0.807	Reliable
	PP3	0.797	Reliable
	PP4	0.772	Reliable
	PP5	0.770	Reliable
Perceived Usefulness	PU1	0.840	Reliable
	PU2	0.828	Reliable
	PU3	0.828	Reliable

Variables	Indicators	Outer Loadings	Reliability
	PU4	0.861	Reliable
Perceived Ease of Use	PEOU1	0.847	Reliable
	PEOU2	0.809	Reliable
	PEOU3	0.650	Reliable
	PEOU4	0.793	Reliable
Subjective Norms	SN1	0.908	Reliable
	SN2	0.878	Reliable
	SN3	0.866	Reliable
	SN4	0.816	Reliable
Perceived Risk	PR1	0.911	Reliable
	PR2	0.890	Reliable
	PR3	0.914	Reliable
	PR4	0.884	Reliable
	PR5	0.881	Reliable
	PR6	0.892	Reliable
	PR7	0.794	Reliable
Trust	T1	0.874	Reliable
	T2	0.878	Reliable
	T3	0.863	Reliable
	T4	0.862	Reliable

Variables	Indicators	Outer Loadings	Reliability
	T5	0.830	Reliable
Purchase Intention	PI1	0.759	Reliable
	PI2	0.804	Reliable
	PI3	0.825	Reliable
	PI4	0.835	Reliable
Purchase Decision	PD1	0.844	Reliable
	PD3	0.669	Reliable
	PD4	0.883	Reliable

4.2.5.2 Internal Consistency Reliability

Internal consistency reliability is used to test the reliability of the latent variable. In SmartPLS, internal consistency reliability can be measured by the value of composite reliability (ρ_c). Minimum score for reliability test is 0.7 (Wong, 2013) and it shows in Table 4.7 that all latent variables are passing the minimum score.

Table 4.7 First Attempt of Internal Consistency Reliability before Indicator Elimination

Variables	Composite Reliability	Reliability
Perceived Playfulness	0.866	Reliable
Perceived Usefulness	0.905	Reliable
Perceived Ease of Use	0.859	Reliable
Perceived Risk	0.961	Reliable
Subjective Norms	0.924	Reliable

Variables	Composite Reliability	Reliability
Trust	0.935	Reliable
Purchase Intention	0.881	Reliable
Purchase Decision	0.845	Reliable

Due to the elimination of two lowest outer loadings in the Perceived Playfulness and Purchase Decision indicator variables, researcher also conduct the second attempt of internal consistency reliability and it shown in the Table 4.8 that all latent variables are still passing the minimum score.

Table 4.8 Second Attempt of Internal Consistency Reliability after Indicator Elimination

Variables	Composite Reliability	Reliability
Perceived Playfulness	0.867	Reliable
Perceived Usefulness	0.905	Reliable
Perceived Ease of Use	0.859	Reliable
Perceived Risk	0.961	Reliable
Subjective Norms	0.924	Reliable
Trust	0.935	Reliable
Purchase Intention	0.881	Reliable
Purchase Decision	0.844	Reliable

4.2.5.3 Construct Validity Test

The next will be the testing for validity and it will be assessed by convergent validity and discriminant validity.

a. Convergent Validity Test

Validity test is used to know to what extent the study is accurately measuring the specific concept that wants to be measured by the researchers, so it will be concerned about the success of the study to measure what researchers have already set out (Howell et al., 2005). To test the validity, it used AVE (Average Variance Extracted) score, with the minimum appropriate score is 0.5 (Wong, 2013) and it shown in Table 4.9 that all variables are passed minimum score.

Table 4.9 First Attempt of Convergent Validity Test before Indicator Elimination

Variables	Average Variance Extracted (AVE)	Validity
Perceived Playfulness	0.565	Valid
Perceived Usefulness	0.705	Valid
Perceived Ease of Use	0.606	Valid
Perceived Risk	0.777	Valid
Subjective Norms	0.753	Valid
Trust	0.742	Valid
Purchase Intention	0.650	Valid
Purchase Decision	0.580	Valid

Due to the elimination of two lowest outer loadings in the Perceived Playfulness and Purchase Decision indicator variable, researcher also conduct the second attempt of convergent validity test and it shown in the Table 4.10 that all latent variables are still passing the minimum score.

Table 4.10 Second Attempt of Convergent Validity Test after Indicator Elimination

Variables	Average Variance Extracted (AVE)	Validity
Perceived Playfulness	0.619	Valid
Perceived Usefulness	0.705	Valid
Perceived Ease of Use	0.606	Valid
Perceived Risk	0.777	Valid
Subjective Norms	0.753	Valid
Trust	0.742	Valid
Purchase Intention	0.650	Valid
Purchase Decision	0.647	Valid

b. Discriminant Validity

The other method that will be used to test the validity is discriminant validity by using Fornell-Larcker Criterion. To achieve the minimum preferred score or to be valid, both in the row and column of latent variables, the square of AVE or AVE square root needs to be greater than its correlation with other latent variables (Wong, 2013). The value of AVE square root shown on the diagonal with bold writing as the highlight.

Table 4.11 First Attempt of Discriminant Validity

	Perceived Ease of Use	Perceived Playfulness	Perceived Risk	Perceived Usefulness	Purchase Decision	Purchase Intention	Subjective Norms	Trust
Perceived Ease of Use	0.778							
Perceived Playfulness	0.667	0.752						
Perceived Risk	0.244	0.265	0.882					
Perceived Usefulness	0.749	0.807	0.215	0.840				
Purchase Decision	0.746	0.594	0.288	0.661	0.761			
Purchase Intention	0.719	0.675	0.298	0.628	0.774	0.806		
Subjective Norms	0.669	0.657	0.292	0.610	0.532	0.633	0.868	
Trust	0.727	0.714	0.356	0.683	0.734	0.744	0.738	0.862

From Table 4.11, it shows that all of the variables passed the discriminant validity test, except Perceived Playfulness and Purchase Decision, marked with red color in the table, since the correlation value is higher than the AVE square root value. So, the lowest outer loadings from two variables are deleted. The first indicator variable that deleted is indicator PP2: *“Watching Skincare Short Video Promotion in TikTok For You Page makes me curious and want to explore more about Skincare Product”*, since it shows the lowest outer loading score out of all the Perceived Playfulness and Perceived Usefulness variables and the second indicator variable that deleted is indicator PD2: *“Before I finally decide to purchase a Skincare Product after watching Skincare Short Video Promotion in TikTok For You Page, I still actively look at the product information.”*, since it shows the lowest outer loading score out of all the Purchase Decision and Purchase Intention variables. Then, researcher conduct the second attempt test of the discriminant validity test that shown in Table 4.12.

Table 4.12 Second Attempt of Discriminant Validity after Indicator Elimination

	Perceived Ease of Use	Perceived Playfulness	Perceived Risk	Perceived Usefulness	Purchase Decision	Purchase Intention	Subjective Norms	Trust
Perceived Ease of Use	0.778							
Perceived Playfulness	0.634	0.787						
Perceived Risk	0.244	0.259	0.882					
Perceived Usefulness	0.749	0.766	0.215	0.840				
Purchase Decision	0.744	0.614	0.309	0.663	0.804			
Purchase Intention	0.719	0.651	0.298	0.628	0.782	0.806		
Subjective Norms	0.669	0.679	0.292	0.610	0.590	0.634	0.868	
Trust	0.727	0.714	0.356	0.683	0.784	0.744	0.738	0.862

From the second attempt test in Table 4.12, it shows that the discriminant validity test already valid, since the AVE square root value is greater than the correlations, both in the row and column of every latent variable. It can be concluded that all variables are passing the discriminant validity test.

4.2.5.4 Collinearity Test

Collinearity test refers to the situation when two or more predictor variables are closely related to each other (Wilcox, 2012). Collinearity tests can be measured with Variance Inflation Factor (VIF) with 5 as the preferred score or lower in order to prevent the issues that are related to collinearity (Wong, 2013). Due to the elimination of two lowest outer loadings in the Perceived Playfulness and Purchase Decision indicator variable, researcher conduct two attempted tests of collinearity shown in Table 4.13 for first attempt test and Table 4.14 for second attempt test.

Table 4.13 First Attempt of Collinearity Test before Indicator Elimination

Indicator's Code	VIF
PD1	1.689
PD2	1.570
PD3	1.589
PD4	2.038
PEOU1	1.938
PEOU2	1.766
PEOU3	1.239
PEOU4	1.609
PI1	1.512
PI2	1.740
PI3	1.905
PI4	1.961
PP1	1.908
PP2	1.426
PP3	1.860
PP4	1.712
PP5	1.686
PR1	4.577
PR2	4.039
PR3	5.568
PR4	4.106
PR5	3.984
PR6	3.891
PR7	2.572
PU1	2.007

Indicator's Code	VIF
PU2	1.960
PU3	1.916
PU4	2.216
SN1	3.196
SN2	2.666
SN3	2.453
SN4	1.847
T1	2.862
T2	2.884
T3	2.654
T4	2.535
T5	2.277

Table 4.14 Second Attempt of Collinearity Test after Indicator Elimination

Indicator's Code	VIF
PD1	1.686
PD3	1.259
PD4	1.931
PEOU1	1.938
PEOU2	1.766
PEOU3	1.239
PEOU4	1.609
PI1	1.512
PI2	1.740
PI3	1.905
PI4	1.961

Indicator's Code	VIF
PP1	1.676
PP3	1.818
PP4	1.712
PP5	1.676
PR1	4.577
PR2	4.039
PR3	5.568
PR4	4.106
PR5	3.984
PR6	3.891
PR7	2.572
PU1	2.007
PU2	1.960
PU3	1.916
PU4	2.216
SN1	3.196
SN2	2.666
SN3	2.453
SN4	1.847
T1	2.862
T2	2.884
T3	2.654
T4	2.535
T5	2.277

From the results in Table 4.13 and Table 4.14 of two attempted test, it shows the same result, which is indicator PR3: *“I might not receive the good quality of Skincare Product that I bought*

after watch Skincare Short Video Promotion in TikTok For You Page” does not fulfill the appropriate score criteria, since the value is above 5. This indicates that the indicator has multicollinear issues. However, according to the Garson (2016), multicollinearity is not an issue in a reflective measurement model, so it is not considered as the problem. This research is using the reflective measurement model since it is focusing to assess the reliability and validity of the latent variables (Hair et al., 2021).

4.2.5.5. Structural Path Significance

The researcher bootstrapped the model using SmartPLS. Bootstrapping is the test for inner and outer models by generating T-statistics (Wong, 2013). From this, it will test whether the hypothesis is accepted or rejected. The model of this study consists of eight latent variables and 35 indicators: Perceived Playfulness with four indicators, Perceived Usefulness with four indicators, Perceived Ease of Use with four indicators, Subjective Norms with four indicators, Perceived Risk with seven indicators, Trust with five indicators, Purchase Intention with four indicators, and Purchase Decision with three indicators. The bootstrapping test in SmartPLS for this research is using one-tailed test since according to Kock (2015), it is recommended to use one-tailed test in PLS-SEM if the research hypothesis is already shown the positive and negative influences between two variables.

There are several matrices that are used in the test to assess the model, which are T-statistics value, Coefficient of Determination (R^2), and Cross-Validated Redundancy (Q^2). To make the route of coefficients to be significant, T-statistics value should be greater than 1.96. The bootstrapping results shown in the Figure 4.15 below.

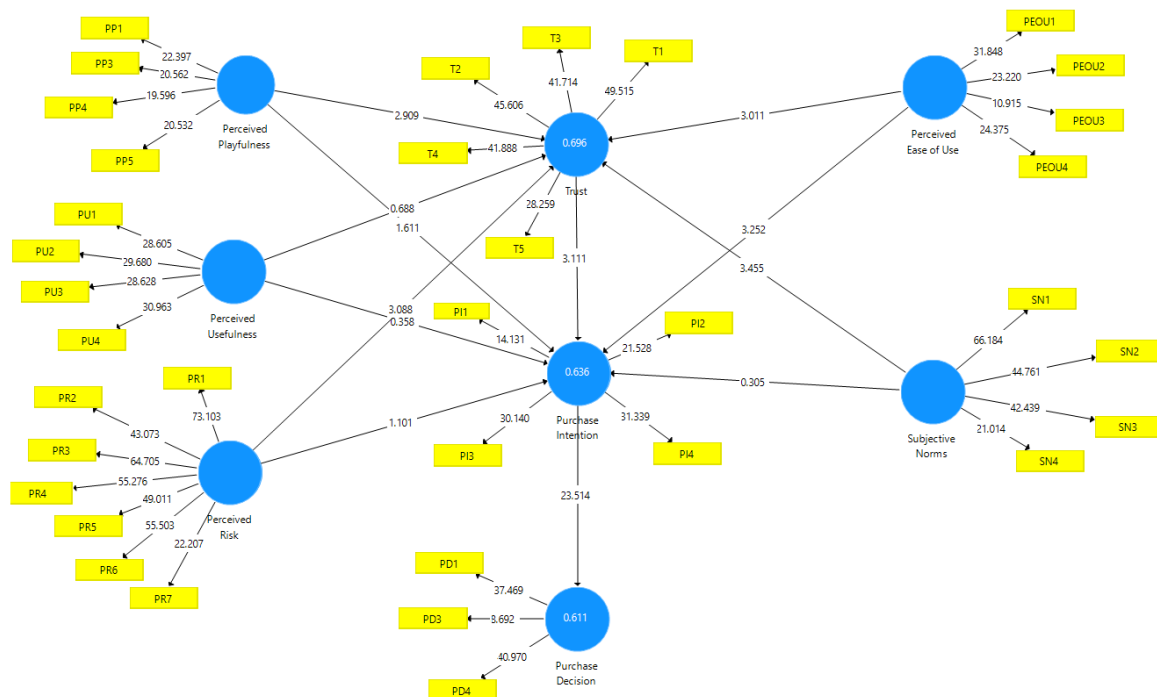


Figure 4.15 Structural Path Significance

From the result, it shows that there are five paths that is not significance because the T-value is lower than 1.96, which are Perceived Playfulness to the Purchase Intention with T-statistics value is 1.611, Perceived Risk to Purchase Intention with T-statistics value is 1.101, Perceived Usefulness to Purchase Intention with T-statistics value is 0.358, Perceived Usefulness to Trust with T-statistics value is 0.688, and Subjective Norms to Purchase Intention with T-statistics valu is 0.305.

Table 4.15 Structural Path Significance

Structural Path	T-statistics (O/STDEV)	Coefficient of Determination (R ²)	Cross- Validated Redundancy (Q ²)
Perceived Playfulness -> Trust	2.909	0.696	0.653
Perceived Usefulness - > Trust	0.688		

Structural Path	T-statistics (O/STDEV)	Coefficient of Determination (R ²)	Cross- Validated Redundancy (Q ²)
Perceived Ease of Use -> Trust	3.011		
Subjective Norms -> Trust	3.455		
Perceived Risk -> Trust	3.088		
Perceived Playfulness -> Purchase Intention	1.611	0.636	0.540
Perceived Usefulness - > Purchase Intention	0.358		
Perceived Ease of Use -> Purchase Intention	3.252		
Subjective Norms -> Purchase Intention	0.305		
Perceived Risk -> Purchase Intention	1.101		
Trust -> Purchase Intention	3.111		
Purchase Intention -> Purchase Decision	23.514	0.611	0.526

The Table 4.15 above shows the result of Coefficient of Determination (R²) and Cross-Validated Redundancy (Q²). R² is the statistical measure that determines the proportion of variance in the dependent variable that can be explained by the independent variable and it

shows how well the data fit The Goodness of Fit or GoF (Taylor, 2020). R^2 results can be obtained by the PLS Algorithm test on SmartPLS and it also shows in the Figure 4.15. For marketing research, when the R^2 value is 0.75 is high, 0.50 is moderate, and 0.25 is low (Wong, 2013). In this study, the R^2 of Trust is 0.696, which mean that five variables (Perceived Playfulness, Perceived Usefulness, Perceived Ease of Use, Subjective Norms, Perceived Risk) explain the 69.6% of the variance in Trust. R^2 of Purchase Intention is 0.636, which mean that six variables (Perceived Playfulness, Perceived Usefulness, Perceived Ease of Use, Subjective Norms, Perceived Risk, Trust) explain the 63.6% of variance in Purchase Intention. R^2 of Purchase Decision is 0.611, which means that one variable, Purchase Intention explains the 61.1% of variance in Purchase Decision. So, it concluded that the R^2 value is moderate, since it is above 0.50 but lower than 0.75.

Q^2 represents the evaluation criterion for the PLS path model's cross-validated predictive significance (C.M. Ringle et al., 2024). A suggested value of Q^2 is greater than 0 to make it useful in predicting variables (Garson, 2016). Q^2 can be obtained by conducting the PLSpredict test in SmartPLS (C.M. Ringle et al., 2024). From the results, it shows that the Q^2 result for Trust is 0.653, for Purchase Intention is 0.540, and for Purchase Decision is 0.526. It shows that all results are passed the suggested minimum value.

Next, there is the calculation of the Goodness of Fit (GoF) test. GoF is the geometric mean of the inner model's average R-square and the outer model's average communality that will vary from 0 to 1 (Garson, 2016). GoF calculated manually by multiplying the square root of the average value of R^2 and the average value of Q^2 (Wong, 2013).

Table 4.16 Goodness of Fit (GoF)

Variables	R^2	Q^2
Trust	0.696	0.653
Purchase Intention	0.636	0.540
Purchase Decision	0.611	0.526
GoF	0.461	

From the Table 4.16, it shows that the GoF result is 0.461. GoF value will be in the range of 0 until 1, if the result is 0.1 is considered as small, 0.25 considered medium, and more than 0.36 is significant result (Akter et al., 2011). So, the data shows significant results, since it is more than 0.36.

4.2.5.6 f-Square Effect Size

f-Square Effect Size is the metrics used to determine the strength of latents variables that allow the researchers to evaluate the significance of overall research findings (Kirana, 2021). If the f^2 square value is 0.35, it is defined as a large effect size, 0.15 defined as a medium effect size, and 0.02 defined as small effect size (Cohen, 1988). If the f^2 square value is lower than 0.02, it is defined that there is no substantial effect (Kirana, 2021). The result of f^2 is shown on Table 4.17 below.

Table 4.17 f-Square Effect Size

	Perceived Ease of Use	Perceived Playfulness	Perceived Risk	Perceived Usefulness	Purchase Decision	Purchase Intention	Subjective Norms	Trust
Perceived Ease of Use						0.108		0.101
Perceived Playfulness						0.025		0.064
Perceived Risk						0.004		0.043
Perceived Usefulness						0.001		0.005
Purchase Decision								
Purchase Intention					1.574			
Subjective Norms						0.001		0.132
Trust						0.105		

From the result shown in Table 4.17, it shows subjective norms to purchase intention, perceived usefulness to purchase intention, perceived risk to purchase intention, and perceived usefulness to trust having no substantial effect since the value is lower than 0.02. Perceived ease of use to purchase intention, perceived playfulness to purchase intention, trust to purchase intention,

perceived ease of use to trust, perceived playfulness to trust, perceived risk to trust, and subjective norms to trust have a small effect size since the value is above 0.02 but lower than 0.15. Purchase intention to purchase decision have a large effect size since the value is above 0.35.

4.2.5.7 Hypothesis Testing

In this section, there are the results of bootstrapping to test the hypothesis outcome as well as the significance shown by T-values evaluated by the inner model coefficient. T-values should be higher than 1.96 to pass the hypothesis test. The hypothesis testing result shows on Table 4.18 below.

Table 4.18 Hypothesis Testing

Hypothesis	Structural Path	T-values	P-values	Result
H1	Perceived Playfulness -> Trust	2.909	0.002	Accepted
H2	Perceived Usefulness -> Trust	0.688	0.246	Rejected
H3	Perceived Ease of Use -> Trust	3.011	0.001	Accepted
H4	Subjective Norms -> Trust	3.455	0.000	Accepted
H5	Perceived Risk -> Trust	3.088	0.001	Accepted
H6	Trust -> Purchase Intention	3.111	0.001	Accepted
H7	Perceived Playfulness -> Purchase Intention	1.611	0.054	Rejected
H8	Perceived Usefulness -> Purchase Intention	0.358	0.360	Rejected
H9	Perceived Ease of Use -> Purchase Intention	3.252	0.001	Accepted

Hypothesis	Structural Path	T-values	P-values	Result
H10	Subjective Norms -> Purchase Intention	0.305	0.380	Rejected
H11	Perceived Risk -> Purchase Intention	1.101	0.136	Rejected
H12	Purchase Intention -> Purchase Decision	23.514	0.000	Accepted

a. H1: Perceived playfulness positively influences trust

Hypothesis 1 assumed that Perceived Playfulness positively influences Trust. From the result, it shows that T-value is 2.909 (higher than 1.96) at the significance point of 0.05 (0.5%), so the hypothesis is accepted. It can be concluded that perceived playfulness positively influences trust.

b. H2: Perceived usefulness positively influences trust

Hypothesis 2 assumed that Perceived Usefulness positively influences Trust. From the result, it shows that the T-value is 0.688 (lower than 1.96) at the significance point of 0.05 (0.5%), so the hypothesis is rejected. It can be concluded that perceived usefulness not positively influences trust.

c. H3: Perceived ease of use positively influences trust

Hypothesis 3 assumed that Perceived Ease of Use positively influences Trust. From the result, it shows that the T-value is 3.011 (higher than 1.96) at the significance point of 0.05 (0.5%), so the hypothesis is accepted. It can be concluded that perceived ease of use positively influences trust.

d. H4: Subjective norms positively influences trust

Hypothesis 4 assumed that Subjective Norms positively influences Trust. From the result, it shows that the T-value is 3.455 (higher than 1.96) at the significance point of 0.05 (0.5%), so the hypothesis is accepted. It can be concluded that subjective norms positively influences trust.

e. H5: Perceived risk negatively influences trust

Hypothesis 5 assumed that Perceived Risk negatively influences Trust. From the result, it shows that the T-value is 3.088 (higher than 1.96) at the significance point of 0.05 (0.5%), so the hypothesis is accepted. It can be concluded that perceived risk negatively influences trust.

f. H6: Trust positively influences purchase intention

Hypothesis 6 assumed that Trust positively influences Purchase Intention. From the result, it shows that the T-value is 3.111 (higher than 1.96) at the significance point of 0.05 (0.5%), so the hypothesis is accepted. It can be concluded that trust positively influences purchase intention.

g. H7: Perceived playfulness positively influences purchase intention

Hypothesis 7 assumed that Perceived Playfulness positively influences Purchase Intention. From the result, it shows that the T-value is 1.611 (lower than 1.96) at the significance point of 0.05 (0.5%), so the hypothesis is rejected. It can be concluded that perceived playfulness not positively influences purchase intention.

h. H8: Perceived usefulness positively influences purchase intention

Hypothesis 8 assumed that Perceived Usefulness positively influences Purchase Intention. From the result, it shows that the T-value is 0.358 (lower than 1.96) at the significance point of 0.05 (0.5%), so the hypothesis is rejected. It can be concluded that perceived usefulness not positively influences purchase intention.

i. H9: Perceived ease of use positively influences purchase intention

Hypothesis 9 assumed that Perceived Ease of Use positively influences Purchase Intention. From the result, it shows that the T-value is 3.252 (higher than 1.96) at the significance point of 0.05 (0.5%), so the hypothesis is accepted. It can be concluded that perceived ease of use positively influences purchase intention.

j. H10: Subjective norms positively influences purchase intention

Hypothesis 10 assumed that Subjective Norms positively influences Purchase Intention. From the result, it shows that the T-value is 0.305 (lower than 1.96) at the significance

point of 0.05 (0.5%), so the hypothesis is rejected. It can be concluded that subjective norms not positively influences purchase intention.

k. H11: Perceived risk negatively influences purchase intention

Hypothesis 11 assumed that Perceived Risk negatively influences Purchase Intention. From the result, it shows that the T-value is 1.101 (lower than 1.96) at the significance point of 0.05 (0.5%), so the hypothesis is rejected. It can be concluded that perceived risk not negatively influences purchase intention.

l. H12: Purchase intention positively influences purchase decision

Hypothesis 12 assumed that Purchase Intention positively influences Purchase Decision. From the result, it shows that the T-value is 23.514 (higher than 1.96) at the significance point of 0.05 (0.5%), so the hypothesis is accepted. It can be concluded that purchase intention positively influences purchase decision.

4.2.5.8 Mediating Test

Mediation test in this context refers to the mediating variable, which transmits the impact of an independent variable to the dependent variable, which can also represent how the third variable affects the relation between two variables (MacKinnon et al., 2007). According to Hartono & Abdillah (2009), to get the mediating effects, there are several requirements to be fulfilled:

1. There are significant results from the test effect of independent variables towards dependent variables (T-statistic is greater than 1.96 or P-values is lower than 0.05).
2. There are significant results from the test effect of independent variables towards mediation variables (T-statistic is greater than 1.96 or P-values is lower than 0.05).
3. Test the effect of independent and mediation variables to dependent variables (T-statistic is greater than 1.96 or P-values is lower than 0.05).

There are two types of mediation, which are full and partial mediation. According to Ratnadewi (2022), full mediation occurs when the outcome between independent variables and mediation variables are insignificant, while from mediation variables to dependent variables are significant and partial mediation occurs when the outcome between independent variables and mediation variables, also between mediation variables and dependent variables, are significant. According to Cepeda et al. (2018), in full mediation, the effect of independent to dependent

variables can only be completely transferred with the help of mediation variables, while in partial mediation, the effect of independent to dependent variables are not always transferred with the help of mediation variables.

In this study, a mediating test used to assess the impact of two mediating variables in this research, which are Purchase Intention and Trust.

4.2.5.8.1 Purchase Intention as the Mediating Variable between Perceived Playfulness, Perceived Usefulness, Perceived Ease of Use, Subjective Norms, Perceived Risk, and Trust towards Purchase Decision

Table 4.19 Total Effect Result on Independent Variable to Dependent Variable

Variables	T-statistics	P-values
Perceived Playfulness -> Purchase Decision	0.121	0.452
Perceived Usefulness -> Purchase Decision	0.891	0.187
Perceived Ease of Use -> Purchase Decision	3.216	0.001
Subjective Norms -> Purchase Decision	0.913	0.181
Perceived Risk -> Purchase Decision	1.463	0.072
Trust -> Purchase Decision	5.005	0.000

From Table 4.19, it shows the total effect result of independent variables (perceived playfulness, perceived usefulness, perceived ease of use, subjective norms, perceived risk, trust) towards dependent variable (purchase decision). Based on the result, it shows that two independent variables, which are perceived ease of use and trust are having significant results and meet the requirement. So, the first criterion is fulfilled.

Table 4.20 Total Effect Result on Independent Variable to Mediating Variable

Variables	T-statistics	P-values
Perceived Ease of Use -> Purchase Intention	3.529	0.000
Trust -> Purchase Intention	4.743	0.000

From Table 4.20, it shows the total effect result of independent variables (perceived ease of use and trust) towards hypothesized mediating variable (purchase intention). Based on the result, it shows that two independent variables, which are perceived ease of use and trust are having significant results and meet the requirement. So, the second criterion is fulfilled.

Table 4.21 Total Effect Result on Independent & Mediating Variable to Dependent Variable

Variables	T-statistics	P-values
Perceived Ease of Use -> Purchase Intention	3.403	0.000
Perceived Ease of Use -> Purchase Decision	3.518	0.000
Trust -> Purchase Intention	4.758	0.000
Trust -> Purchase Decision	4.712	0.000
Purchase Intention -> Purchase Decision	4.377	0.000

From Table 4.21, it shows the total effect result of independent variables (perceived ease of use and trust) and hypothesized mediating variable (purchase intention) towards dependent variable (purchase decision). Based on the result, it shows that the hypothesized mediating variable (purchase intention) has a significant effect towards dependent variable (purchase decision). So, the third criterion is fulfilled.

Based on the three conducted steps, purchase intention is a mediating variable between perceived ease of use, trust, and purchase decision, So, the mediation hypothesis obtained as the partial mediation, since the relationship between independent variables towards mediation variables and between mediation variables towards dependent variables are significant.

4.2.5.8.2 Trust as the Mediating Variable of Perceived Playfulness, Perceived Usefulness, Perceived Ease of Use, Subjective Norms, and Perceived Risk towards Purchase Intention

Table 4.22 Total Effect Result on Independent Variable to Dependent Variable

Variables	T-statistics	P-values
Perceived Playfulness -> Purchase Intention	2.273	0.012
Perceived Usefulness -> Purchase Intention	0.094	0.462
Perceived Ease of Use -> Purchase Intention	3.993	0.000
Subjective Norms -> Purchase Intention	1.345	0.090
Perceived Risk -> Purchase Intention	1.956	0.025

From Table 4.22, it shows the total effect result of independent variables (perceived playfulness, perceived usefulness, perceived ease of use, subjective norms, perceived risk) towards dependent variable (purchase intention). Based on the result, it shows that three independent variables, which are perceived playfulness, perceived ease of use, and perceived risk are having significant results and meet the requirement. So, the first criterion is fulfilled.

Table 4.23 Total Effect Result on Independent Variable to Mediating Variable

Variables	T-statistics	P-values
Perceived Playfulness -> Trust	4.860	0.000
Perceived Ease of Use -> Trust	4.760	0.000
Perceived Risk -> Trust	3.291	0.001

From Table 4.23, it shows the total effect result of independent variables (perceived playfulness, perceived ease of use, perceived risk) towards hypothesized mediating variable (trust). Based on the result, it shows that three independent variables, which are perceived playfulness, perceived ease of use, and perceived risk are having significant results and meet the requirement. So, the second criterion is fulfilled.

Table 4.24 Total Effect Result on Independent & Mediating Variable to Dependent Variable

Variables	T-statistics	P-values
Perceived Playfulness ->Trust	5.007	0.000
Perceived Playfulness -> Purchase Intention	1.678	0.047
Perceived Ease of Use -> Trust	4.667	0.000
Perceived Ease of Use-> Purchase Intention	3.123	0.001
Perceived Risk ->Trust	3.238	0.001
Perceived Risk -> Purchase Intention	1.208	0.114
Trust -> Purchase Intention	3.465	0.000

From Table 4.24, it shows the total effect result of independent variables (perceived playfulness, perceived ease of use, perceived risk) and hypothesized mediating variable (trust) towards dependent variable (purchase intention). Based on the result, it shows that the hypothesized mediating variable (trust) has a significant effect towards dependent variable (purchase intention). So, the third criterion is fulfilled.

Based on the three conducted steps, trust is a mediating variable between perceived playfulness, perceived ease of use, perceived risk, and purchase intention. So, the mediation hypothesis is obtained as the partial mediation, since the relationship between independent variables towards mediation variables and between mediation variables towards dependent variables are significant.

4.2.6 Discussion

H1: Perceived playfulness positively influences trust

The first hypothesis assumed that perceived playfulness positively influences trust. After analyzing the data, it shows that this hypothesis is accepted because the T-value is 2.909 (greater than 1.96) at the significant point of 5%. This result is consistent with the earlier study conducted by Hwang & Kim (2007), Rouibah et al. (2016), Kurniawan & Tankoma (2023), and Hanif et al. (2024) stating that perceived playfulness positively influences trust. This is also supported by the interview results with R as one of the interview respondents that skincare short video promotion that does not showing the yellow cart, as like video that is coming from famous beauty influencers at TikTok are type of video that interesting, giving her enjoyment, and turns out giving her trust. Another that, in one of the netnography results, shows that I, one of TikTok users, gave the comment in one of the creator's videos that ask “Who’s the skincare reviewer that you trust?” and I mentioned the video from one of the skincare reviewers at TikTok is unique and funny, so it makes her trust the reviewer’s video. Therefore, it is concluded that perceived playfulness has a positive influence toward trust.

H2: Perceived usefulness positively influences trust

The second hypothesis assumed that perceived usefulness positively influences trust. After analyzing the data, it shows that this hypothesis is rejected because the T-value is 0.688 (lower than 1.96) at the significant point of 5%. This result is inconsistent with the earlier study conducted by Wilson et al. (2021) stating that perceived usefulness positively influences the trust. This result is supported by the interview results that showed the reason why they can trust

the skincare short video promotion is not simply because of the usefulness of the video that they see in For You Page, but because the creator of the video is a skincare influencer that is already famous. It is mentioned by F, R, A, and J, which represent 4 from 6 respondents. Other than that, the other respondent's reason why they can trust the information mentioned in skincare short video promotion is because of friend recommendation, comment sections, other video reviews, and brand or product familiarity. It is mentioned by R, M, and J, which represent 3 from 6 respondents. So, it concludes that even if they feel there are several criterias of skincare short video promotion at For You Page that are useful, it does not directly make them trust it. This is also supported by the hypothesis testing result that shows subjective norms variables that include the recommendation from people important for respondent, people that respondent knew, people that influence respondent, and other information that positively impacted trust. Therefore, it is concluded that perceived usefulness has no positive influence towards trust.

H3: Perceived ease of use positively influences trust

The third hypothesis assumed that perceived ease of use positively influences trust. After analyzing the data, it shows that this hypothesis is accepted because the T-value is 3.011 (greater than 1.96) at the significant point of 5%. This result is consistent with the earlier study conducted by Chinomona (2013), Primanda et al. (2020), Wilson et al. (2021), and Kurniawan & Tankoma (2023) stating that perceived ease of use positively influences the trust. This is also supported by the interview results with R as one of the interview respondents mentioned that creator's video that showing day-by-day impact of using skincare products eases her to choose the suitable product and turns out giving her trust with the video. This respondent statement is also supported by the previous research by Lan & Yizeng (2014) stating that information that is helpful, understandable, and clear are reducing the uncertainty, then it can influence the people's trust. Therefore, it is concluded that perceived ease of use positively influences trust.

H4: Subjective norms positively influences trust

The fourth hypothesis assumed that subjective norms positively influences trust. After analyzing the data, it shows that this hypothesis is accepted because the T-value is 3.455 (greater than 1.96) at the significant point of 5%. This result is consistent with the earlier study conducted by Hitosugi (2011), Jeffries (2016), Ho et al. (2017), and Gong et al. (2019) stating that subjective norms positively influences trust. In the questionnaire question that referred to

previous research conducted by Çelik (2011), indicator of subjective norms consisting of recommendation from people important for respondent, people that respondent knew, people that influence respondent, and other information and as mentioned before, influencer's video, friends recommendation, and comment sections in the video are the most reasoning mentioned by respondents in the interview regarding why they can trust skincare short video promotion at TikTok For You Page. Therefore, it is concluded that subjective norms positively influences trust.

H5: Perceived risk negatively influences trust

The fifth hypothesis assumed that perceived risk negatively influences trust. After analyzing the data, it shows that this hypothesis is accepted because the T-value is 3.088 (greater than 1.96) at the significant point of 5%. This result is consistent with the earlier study conducted by Yang et al. (2015), Ho et al. (2017), Durmus et al. (2017), and Wanda (2018) that perceived risk negatively impacted trust. In the interview question, researcher is defining the type of perceived risk into three types which are User-Generated Content (UGC) in TikTok For You Page, skincare brand domination, and untrusted skincare review that refers to problem statements in Chapter 1. From these issues, it impacts the respondent's distrust of the skincare short video promotion at TikTok For You Page. First, R mentioned that UGC in TikTok For You Page makes her get skeptical because of the affiliators (people who promote a brand's product and will get commissions based on the number of products sold) that appear on TikTok For You Page. According to the Thesaurus, the word "skeptical" has a synonym with distrust. So, R feels that UGC in TikTok For You Page makes her distrust the appearance of affiliators in TikTok For You Page. Second, M mentioned that skincare brand domination in TikTok For You Page can not guarantee the trusted review. Third, J mentioned that the untrusted skincare review that appears in TikTok For You Page really decreases the customer trust. Therefore, it is concluded that perceived risk negatively influences trust.

H6: Trust positively influences purchase intention

The sixth hypothesis assumed that trust positively influences purchase intention. After analyzing the data, it shows that this hypothesis is accepted because the T-value is 3.111 (greater than 1.96) at the significant point of 5%. This result is consistent with the earlier study conducted by Lin & Lu (2010), Ling et al. (2010), Hong & Cha (2013), and Cho & Sagynov (2015). It is supported by respondent's answer in one of the indicators in the questionnaire question: "I trust skincare brands promoted through short videos in TikTok For You Page and

interest to purchase their skincare product” that was adapted by previous research from Hong & Cha (2013). Based on respondent’s answer, this indicator shows the highest mean which is 5.634 and the mode value is 6 which tends to “Very Agree” with the statement. Therefore, it is concluded that trust positively influences purchase intention.

H7: Perceived playfulness positively influences purchase intention

The seventh hypothesis assumed that perceived playfulness positively influences purchase intention. After analyzing the data, it shows that this hypothesis is rejected because the T-value is 1.611 (lower than 1.96) at the significant point of 5%. This result is inconsistent with the earlier study conducted by Hua et al. (2023) stating that perceived playfulness positively impacted purchase intention. It is supported by one of respondent’s answer in interview, F, stated that when she is watching skincare short video promotion in TikTok For You Page that made by influencer who are having the out-of-the-box humor while reviewing the skincare product, it does not make her having an interest to buy the product, but more like knowing the product, since the video is more focused on humor. Humor is becoming one of indicator of perceived playfulness (Lieberman, 1977). It is also supported by the previous study conducted by Hasan & Scorpianti (2022) and Cheong (2022) that perceived enjoyment, which is same with the perceived playfulness, is not positively impacted to the purchase intention. According to Jain & Owusu-Ansah (2023), perceived playfulness is not positively influence the purchase intention because of low understanding about the needs and preferences of customer, so it is not personalized well. Therefore, it is concluded that perceived playfulness has no positive influences towards purchase intention.

H8: Perceived usefulness positively influences purchase intention

The eighth hypothesis assumed that perceived usefulness positively influences purchase intention. After analyzing the data, it shows that this hypothesis is rejected because the T-value is 0.358 (lower than 1.96) at the significant point of 5%. This result is inconsistent with the earlier study conducted by Hasanah et al. (2022) stating that perceived usefulness significantly and favorably influences purchase intention. This result is supported by the interview results about the respondent reason to have an intention to purchase skincare product after watching skincare short video promotion at TikTok For You Page is not necessarily because of the usefulness of this video itself. First, it is because of an interesting and persuasive skincare short video promotion. Second, it is because of product necessity from the respondent itself, so it is not coming from the usefulness of the short video. Third, it is because of the brand familiarity

of the video that it is referred to brand awareness indicator according to Edwin (2023). It is also supported by the previous research by Mulyani et al. (2021) stating that perceived usefulness is having no positive impact towards purchase intention because the usefulness of the information itself does not determine the purchase intention of the customer, since it is the complex decision, customer needs to avoid the uncertainty and choose to delay the consumption in the certain time. Another that, it is also supported in previous study by Dhahak & Huseynov (2020) stating that perceived usefulness not positively influences purchase intention. Therefore, it is concluded that perceived usefulness has no positive influence towards purchase intention.

H9: Perceived ease of use positively influences purchase intention

The ninth hypothesis assumed that perceived ease of use positively influences purchase intention. After analyzing the data, it shows that this hypothesis is accepted because the T-value is 3.252 (greater than 1.96) at the significant point of 5%. The result is consistent with the earlier study conducted by Cho & Sagynov (2015), Primanda et al. (2020), Ellitan & Prayogo (2022), and Saputri & Rahmawan (2023) stating that perceived ease of use positively impacted purchase intention. This result is supported by the respondent's answer in one of the indicators in the questionnaire question: "I find Skincare Short Video Promotion in TikTok For You Page eases me to accomplish my Skincare Product wishlist" that was adapted by previous research from Çelik, 2011. This indicator shows the purchase intention, since when a customer starts to input the product into their wishlist is defined as the potential of actual purchases or intention to purchase the product (Tiffany et al., 2020). Based on the respondent's answer, this indicator shows the median and mode value of 6 that tends to "Very Agree" statement and on the second highest mean compared to other indicators in Perceived Ease of Use variables, which is 5.804. Therefore, it is concluded that perceived ease of use has a positive influence towards purchase intention.

H10: Subjective norms positively influences purchase intention

The tenth hypothesis assumed that subjective norms positively influences purchase intention. After analyzing the data, it shows that this hypothesis is rejected because the T-value is 0.305 (lower than 1.96) at the significant point of 5%. This result is inconsistent with the earlier study conducted by Yusuf (2021) stating that subjective norms have a positive impact on the online purchase intention. As mentioned before, based on interview results, subjective norms indicator that consists of recommendation from people important for respondent, people that respondent

knew, people that influence respondent, and other information is not becoming the most reasoning of respondent's to have an intention to buy the skincare product, since only two out of six of them, which are A and J, who are mentioning about trusted beauty influencer and comment sections who are including in subjective norms, according to Aziz et al. (2020). This is also supported by one of the previous study by Njoto et al. (2021) that subjective norms have no real positive influence on the purchase intention because in the end, it is returned to what each individual wants itself. Therefore, it is concluded that subjective norms has no positive influence towards purchase intention.

H11: Perceived risk negatively influences purchase intention

The eleventh hypothesis assumed that perceived risk negatively influences purchase intention. After analyzing the data, it shows that this hypothesis is rejected because the T-value is 1.101 (lower than 1.96) at the significant point of 5%. This result is inconsistent with the earlier study conducted by Ellitan & Prayogo (2022) stating that perceived risk has a negative effect on the online purchase interest. This is supported by netnography results from one of comment section in skincare short video promotion at TikTok For You Page from M, one of TikTok users, mentioned that she still have curiosity to buy Skintific product, even if based on social listening in problem statement in Chapter 1, Skintific ads in TikTok For You Page is very massive then create a brand domination and annoys people. It is supported also by the data from survey results that Skintific, Somethinc, and The Originote still became the most chosen product that ever bought by respondents because of skincare short video promotion at TikTok For You Page in the past. It shows that 49.6% of respondents ever bought Skintific, 33.9% of respondents ever bought Somethinc, and 30.4% of respondents ever bought The Originote, even though based on social listening, interview result, and netnography results, those brands are well-known as brand with dominated short video ads at For You Page which creates the potential risk for TikTok users. Another that, it supported by one of interview respondent's answer, A, who felt that Somethinc video promotion in For You Page makes her bored because of the domination, but in fact, she still ever purchased one of Somethinc product in the past, so the risk that coming from the video is not becoming the barrier, as long the product still suits the users, which also strengthened by the statement from H in the interview, she said that even if there is a skincare brand domination in TikTok For You Page, but the product promoted still match her, she still end up purchase the product. So, in this research, it shows that even TikTok users watch short video promotions at TikTok For You Page from those skincare brands, they

still have the intention, even the decision to buy the product. Therefore, it is concluded that perceived risk has no negative influence towards purchase intention.

H12: Purchase intention positively influences purchase decision

The twelfth hypothesis assumed that purchase intention positively influences purchase decision. After analyzing the data, it shows that this hypothesis is accepted because the T-value is 23.514 (greater than 1.96) at the significant point of 5%. This result is consistent with the earlier study by Diventy et al. (2020), Haro et al. (2020), Komalasari et al. (2021), and Azzahra & Rizan (2021) that purchase intention has positive impact towards purchase decision. This is also supported by the interview results as mentioned by M, one of the reasons she finally decided to purchase the skincare product that was promoted in skincare short video promotion at TikTok For You Page because she already had the intention before to purchase the product. Another that, in the netnography result, shows that A, one of TikTok users, finally purchased skincare products starting from her product wishlist, which referred to the purchase intention (Tiffany et al., 2020). Therefore, it is concluded that purchase intention positively influences purchase decision.

CHAPTER 5

CONCLUSION AND RECOMMENDATION

In this chapter, there will include the conclusion of the research findings, recommendations for TikTok's skincare content creator, specific on the skincare company and skincare product affiliators (people who promote a brand's product and will get commissions based on the number of products sold) that have an expectation to gain revenue from their TikTok' short video about how to lead TikTok users to skincare product purchase decision from a skincare short video promotion at TikTok For You Page, advice for future researcher to improve the forthcoming research, and the implication of the research findings.

5.1 Conclusion

As already mentioned in Chapter 1, there are two objectives of this research, which are to identify the TikTok users perception regarding the skincare short video promotion in TikTok For You Page and to understand how the promotion of skincare short videos on the TikTok For You Page influences the decision to purchase skincare products. The needed data to answer these research questions are collected from two methods, which are qualitative method through interview and quantitative method through survey. Interview method is being analyzed through open coding and the survey method is being analyzed through PLS-SEM. In the end, it is not only that this study has answered all the research questions mentioned, but also to give the marketing strategy recommendations to the skincare companies and TikTok skincare affiliators about how to lead the viewers of skincare short video promotion in TikTok For You Page towards skincare product purchase decision.

- **RQ1:** What is the perception of TikTok users regarding the promotion of skincare short videos on the TikTok For You Page?

According to the interview results, it shows several positive perceptions about skincare short video promotion at TikTok For You Page. There are several types of videos that are interesting, enjoyable, and make them happy, which are videos that have humor, are edited well in terms of visual and audio, pleasurable, not forcing people to buy, not hard selling, fast, and not too long. Video that is completed with subtitles is useful for users. Users feel that videos that are completed with yellow carts or “Keranjang Kuning” ease them in purchasing skincare products. Type of video that share

informative information about skincare product, having a familiarity in terms of brand, product, and influencer, and made by the users or User-Generated Content (UGC) can give enjoyment, usefulness, and easiness at the same time to choose suitable skincare product.

But, not only perceive in positive ways, many users are felt that in skincare short video promotion at TikTok For You Page, there are many overclaiming videos, untrusted skincare product reviews, domination of skincare brands video, and irrelevant videos that appearing, leads to many negative perceptions, as like being skeptical, bothered, bored, fooled, disturbed, annoyed, decrease in trust, and loss interest with the skincare product promoted itself. One user also felt that the short video in the form of User-Generated Content (UGC) about skincare product promotion is creating an addiction to scroll the For You Page. According to the interview result and survey, it also shows that most TikTok users do not directly trust skincare short video promotions at For You Page. They will ask the friend, people who know well or professional about skincare, check the comment sections on the video from other users, and look at other video reviews. There are many reasons why they cannot directly trust skincare short video promotions at For You Page, which are video attached Paid Partnership tag, many sponsored videos, many overclaimed, and untrusted skincare product reviews in For You Page. So, it can be concluded that people are perceiving both in positive and negative ways, depending on what type and characteristic of video itself.

- **RQ2:** Does the promotion of skincare short videos on TikTok For You Page influence purchasing decisions for skincare products?

According to the data from PLS-SEM result, it shows that Purchase Intention is becoming the mediating factor of Perceived Ease of Use and Trust as the two significant factors towards the Purchase Decision of skincare products. It concludes that the purchase decision of skincare products is driven by two factors, which are Perceived Ease of Use and Trust towards the skincare short video promotion at TikTok For You Page. But, according to the interview result, it shows that factor that makes them finally doing a skincare product purchase decision after watching skincare short video promotion at TikTok For You Page are because of the two factors, first is because of the promo from product promoted, such as shipping fee discount, product discount, and

e-commerce campaign or affordable price offered and second is because of the skincare product necessity. So, it can be concluded that skincare short video promotions in TikTok For You Page are influencing the skincare product purchase decision because of the ease of the short video feature and the trust of the video content itself. Moreover, product promo is becoming the supporting reasoning why people purchase skincare products.

5.2 Recommendation

5.2.1 TikTok skincare content creator (skincare company and skincare product affiliators)

There are several recommendations that can be given to the skincare company and skincare product affiliators that utilize TikTok skincare short videos as the media of promotions.

First, according to the mediating test result, it shows that Purchase Intention is becoming the mediating variable between Perceived Ease of Use and Trust towards Purchase Decision. Another that, according to the hypothesis testing, Perceived Ease of Use and Trust are two variables that positively influences the Purchase Intention that having a positive influence to the Purchase Decision. From this, it is recommended to the skincare companies and skincare product affiliators to create the short video promotion that considering both variables.

According to the interview result that already validated with literature review and netnography through TikTok's skincare short video promotion comment section, the Yellow Cart or "Keranjang Kuning" feature are becoming the most reason why TikTok users feel that skincare short video promotion at TikTok For You Page ease them to purchase suitable skincare product. By attaching the Yellow Cart feature in the video, viewers of the short video itself can easily access the detailed information of the skincare product promoted in the video and directly check out or purchase the product. It is also supported by the previous study that mentioned yellow cart feature in the short video ease the user to store the skincare product promoted in the video without moving to other platform, so it creates an individual's buying intention (Indarwati et al., 2023). The ease of navigation through the online stores to do fast check out process are

attracting customers to purchase the product (Cho & Sagynov, 2015). So, it is highly recommended to put it on each skincare short video promotion.

Other than that, it is important for skincare companies and skincare product affiliators to prioritize the trust of the skincare short video promotion that is shown in TikTok For You Page. The indicator of the trust in the skincare short video promotion itself is shown by sharing the honest and true claim of the skincare product promoted. It is also supported by the survey result shows that overclaim skincare product is becoming the most reason of respondent's dissatisfaction with the skincare product purchased because of skincare short video promotion at TikTok For You Page and the skincare product that is align with the video claim is becoming the most reason of respondent's satisfaction with the skincare product purchased because of skincare short video promotion at TikTok For You Page. Skincare company and skincare product affiliators can highlighting the real benefit of the skincare product, so it can change the customer journey of TikTok users in order to purchase the skincare product by directly purchase after watch short video promotion content without searching for any additional reviews or asking other people and create the product satisfaction in the post-purchase, since product quality is still becoming the priority for TikTok users.

Second, according to the interview results, people have a purchase decision towards skincare products when the product promoted in the video is having the promo, for example, shipping fee discount or product discount and when the e-commerce campaign happens, for example Double Date or Payday. It is the suitable moment for skincare companies and skincare product affiliators to maximize the utilization of skincare short video promotion at TikTok For You Page during the promo or campaign date to share the promotional awareness to the viewers, so it can leads the users to the skincare product purchase decision from the short video.

Third, according to survey results, it shows that In-Feed ads video is becoming the most liked type of skincare short video promotion at TikTok For You Page, so it is becoming the good recommendation to use this type of video in order to promote the skincare product. In-Feed ads is targeting and reaching users through personalized For You Page that appear alongside with User-Generated Content. TikTok users can also click to app stores, advertiser's website, or account. In-Feed ads also use Return on

Investment (ROI) to make advertisers track the performance. This type of ad will becoming the good choice for skincare company and skincare product affiliators to promote the skincare product, both for existing and new launch product and to announce the promo, so it can increase the TikTok user's awareness and skincare product sales.

Fourth, according to the interview and netnography result, it shows that TikTok skincare influencer or reviewer is having the positive influence to the TikTok user's positive perception and also to the trust that positively impacted to the purchase intention and to the purchase decision, so it is recommended for the skincare company to do the collaboration with the notable skincare influencer or reviewer in their short video content to create the customer trust. Several potential TikTok skincare influencer or reviewer that can be asked to collaborate based on the most answered at interview and netnography result are Dosen Kecantikan, Dosen Skincare, Tasya Farasya, Sapeye, Suhay Salim, and Maharaja SP.

Fifth, according to the survey result, it shows that most of TikTok users who have an interest to watch skincare short video promotion at TikTok For You Page also following the skincare brand's TikTok account. Therefore, it is recommended for skincare company to post short video promotion content as many as possible to make the followers keep updated with the offered skincare product information and to be easily to appear on For You Page, since the video can get easier to appear on user's For You Page when they are routinely to post videos as many as possible (Nair et al., 2022). It is also suitable for skincare product affiliators as well to reach wider audiences.

5.2.2 Future Research

In this research, there are several variables with the mediating variable as well that are already tested to know the significant effect of skincare short video promotion towards skincare product purchase decision. From the result, it shows that perceived usefulness is having no positive effect towards trust, perceived playfulness, perceived usefulness, and subjective norms is having no positive effect towards purchase intention, and perceived risk is having no negative effect towards purchase intention. It is suggested that in the future research, there are more findings about suitable variables that will be tested to know the impact of skincare short video promotion at TikTok For You Page

towards skincare product purchase decision. Other than that, it is suggested that in future research, there are more validations and proven argumentations for the accepted and rejected hypothesis to give a more knowledgeable and understandable reasoning.

5.3 Research Implications

5.3.1 Practical Implications

This research provides the insights and references for skincare company and skincare product affiliators regarding type and features of skincare short video promotion in TikTok For You Page that can lead TikTok users to the skincare product purchase decision. These insights and references will help both parties to maximize the performance of skincare short video promotion in TikTok For You Page and increase the skincare product revenue from the skincare short video promotion in TikTok For You Page itself. From this research, they can understand what details on the video that can attract TikTok users directly to the purchase decision of skincare products.

5.3.2 Theoretical Implications

This research is giving the analysis about the influences of skincare short video promotion at TikTok For You Page towards the skincare product purchase decision by analyzing the relationship in several variables and it helps skincare companies and skincare product affiliators to understand the factors that significantly influence the skincare product purchase decision from watching skincare short video promotion at TikTok For You Page, so they can maximize the performance of their short video promotion into product sales and not only stop on the promotion. This research is also becoming the first conducted research with the current trends and phenomenon from 2023 to 2024 to know the influences of skincare short video promotion at TikTok For You Page towards the skincare product purchase decision.

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APPENDIX A

Interview Transcript & Coding

1st Informant: F

	Question/Answer	Coding
Researcher	Halo terima kasih sudah menyempatkan waktunya untuk wawancara. Kalau boleh tahu, sejak kapan sih kamu pake aplikasi TikTok?	
1st Informant	Sudah sejak 2019, sejak itu sudah merasa kalau TikTok jadi platform dan search engine untuk mencari segala hal, termasuk skincare.	
Researcher	Setuju banget, kalau boleh tahu, seingat kamu produk apa saja yang sudah kamu beli karena terinspirasi oleh video promosi skincare di TikTok FYP?	
1st Informant	Ada beberapa sih, mulai dari lotion untuk pemutih ketiak dan leher dari Noera by Reisha, hair spa, dan Emina Glossy Stain. Kalau yang masih di tahap menimbang-nimbang buat beli , ada spray sunscreen, sempet ragu karena katanya bahaya untuk kesehatan.	Purchase Intention
Researcher	Wah banyak juga ya, jadi alasan kamu memutuskan untuk beli karena apa nih?	
1st Informant	Karena video promosinya yang lewat di FYP aku.	
Researcher	Oh oke, nah bicara soal video promosi skincare di TikTok FYP nih, menurut kamu video promosi seperti apa sih yang menarik, menghibur, dan menyenangkan saat ditonton? Dan, seperti apa persepsi kamu terhadap video seperti itu?	

	Question/Answer	Coding
1st Informant	Aku ada 2 tipe video sih, pertama dari influencer skincare Dosen Kecantikan karena gaya bahasa dia saat review itu menarik . Nah, karena menarik, aku jadi tertarik untuk beli produknya . Kedua, aku suka dari influencer Dwyynnawin. Salah satu videonya yang promosiin Makarizo Lashes itu menarik karena dia menyelipkan humor yang out-of-the-box sambil review produknya . Tapi, dari situ aku nggak tertarik beli, sih. Cuma lebih ke tau produknya aja , karena videonya lebih fokus ke humor gitu .	• Perceived Playfulness • Purchase Intention
Researcher	I see, menarik menarik. Nah, kalo menurut kamu tipe video promosi skincare di FYP seperti apakah yang bermanfaat buat kamu? Dan, seperti apa persepsi kamu terhadap video itu?	
1st Informant	Kalo aku tipe orang yang lebih suka video yang dibuat dari influencer, bukan dari pihak brand. Karena biasanya video dari brand itu jatuhnya self-claim dan bukan review jujur . Salah satu influencer yang menurutku videonya helpful buat bantu aku pilih produk skincare itu dari Dosen Kecantikan juga.	• Perceived Risk • Perceived Usefulness
Researcher	Betul, aku juga setuju. Terus, menurut kamu apa sih yang membuat video promosi skincare di TikTok FYP itu jadi memudahkan kamu untuk membeli produk skincare?	
1st Informant	Menurut aku, keragaman video di TikTok FYP itu memudahkan sih, bisa memudahkan aku untuk membuat perbandingan komposisi dan manfaatnya terus bisa match sama kondisi kulit aku seperti apa .	Perceived Ease of Use

	Question/Answer	Coding
Researcher	Oke oke, nah kamu kan pake TikTok nih sebagai salah satu platform kamu untuk cari info soal skincare. Nah, kamu ngelakuin ini karena memang direkomendasiin orang lain atau explore sendiri?	
1st Informant	Aku explore sendiri, nggak pernah direkomendasi orang lain.	
Researcher	Tapi, pernah nggak kamu rekomendasiin TikTok ke orang lain buat cari info soal skincare?	
1st Informant	Engga pernah juga.	
Researcher	Oke, by the way, kamu pernah dengar nggak soal User-Generated Content di TikTok FYP? Apa sih persepsi kamu soal itu?	
1st Informant	Yes, aku aware sama UGC. Pernah, aku sih punya pendapat yang positif ya terkait itu. Karena dengan UGC itu bener-bener FYP aku match sama interest aku yang lebih suka video dari sisi influencer atau creator, bukan dari brand. Tapi, kadang ada negatifnya juga yaitu bikin addicted buat nontonin FYP.	Perceived Risk
Researcher	Hahaha oke oke, terus kamu aware nggak sih sama brand domination skincare di TikTok? Dan, seperti apa persepsi kamu soal fenomena itu?	
1st Informant	Aku aware banget karena juga mengalami. Aku ngerasain banget dari Somethinc dan Skintific itu selalu muncul terus di FYP aku. Dari aku sendiri ngerasa itu lebih ke negatif ya dampaknya, soalnya aku nggak tertarik sama produknya, tapi muncul terus	

	Question/Answer	Coding
	di FYP aku. Jadi, itu bikin produk yang sebenarnya pengen aku cari tahu, justru kadang nggak muncul.	
Researcher	I see, setuju sih. Nah, selama nonton video promosi skincare di TikTok FYP pernah nemuin video review skincare yang untrusted nggak? Menurut pendapat kamu, fenomena itu seperti apa sih?	
1st Informant	Aku banyak nemuin untrusted skincare review di FYP aku, justru kalau aku berpendapat positif sama fenomena ini, karena dengan banyak muncul video review skincare yang nggak trusted, justru jadi insights buat aku tentang mana saja produk skincare yang jangan dibeli.	Perceived Usefulness
Researcher	Make sense, sih. Oke, nah kalo kamu sendiri percaya nggak sih sama TikTok FYP dan apa alasannya?	
1st Informant	Nggak langsung percaya sih, sebenarnya itu karena dari pengalaman aku sendiri yang pernah langsung beli produk karena rekomendasi di FYP, tapi ternyata nggak sesuai sama claimnya. Jadinya, aku harus banyak cari review-review lain memanfaatkan fitur search di TikTok biar lebih meyakinkan.	• Trust • Perceived Risk • Subjective Norms
Researcher	I see, setuju banget, sih. Nah, karena tadi kamu juga udah sempet sharing kalo udah pernah beli beberapa produk skincare karena review di FYP, boleh tau nggak sih apa yang jadi faktor kamu jadi ada intention untuk membeli produk-produk skincare yang kamu lihat di FYP? Belum sampai tahap beli, jadi masih menimbang-nimbang gitu. Dan, alasannya apa?	

	Question/Answer	Coding
1st Informant	Biasanya sih aku karena awalnya memang merasa videonya itu menarik , tapi first thing aku memang harus mentuin mana produk yang mau aku beli . Semisal, dari video di FYP tadi, aku tertarik sama serum, night body lotion, dan toner , selanjutnya aku lihat dulu nih komposisinya gimana yang aku butuhin, mau yang exfoliate atau hydrating, terus aku cek dulu reviewnya seperti apa dari masing-masing brand .	• Perceived Playfulness • Purchase Intention
Respondent	I see, terus faktor apa yang bikin kamu jadi memutuskan untuk beli atau check out produk tersebut?	
1st Informant	Jujur biasanya aku beli waktu ada diskon ongkir sih.	
Respondent	I see I see, boleh tau nggak kamu kalau beli produk skincare biasanya di platform apa?	
1st Informant	Kebanyakan aku langsung beli di e-commerce gitu, di Shopee, Lazada, Tokopedia, dan Sociolla.	Purchase Decision

2nd Informant: R

	Question/Answer	Coding
Researcher	Halo terima kasih sudah menyempatkan waktunya untuk wawancara. Kalau boleh tahu, sejak kapan sih kamu pake aplikasi TikTok?	
2nd Informant	Jujur dari 2021, awalnya dulu aku skeptis sama TikTok karena isinya joget-joget gitu. Aku orangnya passion banget sama skincare & makeup, kan, terus aku sempet	Subjective Norms

	Question/Answer	Coding
	lihat kalo di TikTok banyak orang-orang yang suka review skincare. Jadinya, aku download deh.	
Researcher	Oh, jadi sejak tahun 2021 itu sudah mulai nontonin review skincare di TikTok gitu ya?	
2nd Informant	Awalnya aku suka nonton video review skincare itu dari YouTube, kan. Tapi, banyak beauty vlogger yang aku suka itu mereka sudah pindah platform ke TikTok. Nah, waktu udah pakai TikTok pun, awalnya nggak begitu sadar sih. Tapi, karena aku emang cari di TikTok cuma video yang berhubungan sama skincare dan makeup gitu, jadinya FYP aku juga full sama skincare dan makeup juga.	Subjective Norms
Researcher	Nah, karena kamu sering nontonin review skincare di FYP, boleh tau nggak, satu produk skincare apa yang pernah kamu beli setelah nonton review di FYP?	
2nd Informant	Somethinc Calm Down yang Moisturizer itu, Sunscreen Azarine yang Hydramax C, dan Serum Avoskin.	
Researcher	I see, banyak ya. Oke, nah seperti yang kamu tahu, bentuk video yang muncul di FYP TikTok itu kebanyakan adalah short video, kan. Meskipun kadang juga ada live TikTok yang lewat. Boleh tau nggak sih, menurut kamu video review skincare seperti apa yang menarik dan waktu kamu nonton kamu senang aja nontonnya? Persepsi kamu kaya gimana?	
2nd Informant	Mostly, aku lebih percaya sama video yang kaya nggak pernah memunculkan keranjang kuningnya. Buat aku itu lebih trusted. Semisal, Tasya Farasya, Sapeye, Divya Sari, Alma. Karena mereka biasanya	• Trust • Perceived Usefulness

	Question/Answer	Coding
	sebelum melakukan review itu, mereka udah lama pake produk itu sebelumnya. Jadi, bisa kelihatan before dan afternya. Nah, itu yang bikin videonya jadi menarik aku. Terus, video yang emang nggak maksa kita untuk beli dari creatornya. Jadi, mereka purely cuma review aja. Selain itu, aku juga suka video yang brandnya emang aku sudah familiar sebelumnya. Semisal, The Originote gitu, aku nggak pernah pakai sebelumnya karena banyak banget affiliate yang promosiin. Jadi, aku lebih suka produk dari Somethinc dan Avoskin yang aku tau sebelumnya. Aku juga suka video yang nggak too much edit, kaya lampunya terlalu terang dan exposurenya gede banget. Terus, aku juga suka yang penyampaiannya yang fun dan ada humornya.	• Perceived Playfulness
Researcher	Oke, next aku mau nanya. Kalo menurut kamu video seperti apa sih yang paling bermanfaat buat kamu buat menentukan produk mana yang ingin kamu beli? Persepsi kamu kaya gimana?	
2nd Informant	Video yang bener-bener kelihatannya orangnya lagi make, jadi ada before dan after. Bukan yang cuma sekali pake produknya karena nggak kelihatan impactnya. Aku juga nggak suka video yang selalu overclaim, semisal creator bilang “Produknya bisa mencerahkan dalam waktu sehari”. Karena, skincare itu udah jadi kebutuhan sehari-hari dan nggak mau salah pilih. Terus, aku juga suka sih brand yang produknya banyak direview orang dan aku juga tahu produknya memang bagus, semisal Somethinc. Beda cerita sama The Originote, banyak banget yang promosiin, tapi	• Perceived Usefulness • Perceived Risk • Subjective Norms • Trust

	Question/Answer	Coding
	harga produknya terlalu murah, jadi bikin aku skeptis. Aku pernah ngalamin zonk saat beli sunscreen soalnya bikin muka aku jadi peeling dan kasar, sebenarnya brandnya aku tahu bagus, tapi sunscreen itu bukan top product mereka, terus setelah diulik lebih dalam lagi, ternyata di TikTok yang banyak promosiin adalah ownernya dan aku sebelum beli nggak aware soal itu. Kesalahan aku juga karena impulsif beli.	
Researcher	I see i see, nah kalo menurut perspektif kamu, kenapa sih video di TikTok FYP jadi memudahkan kamu untuk akhirnya beli produk skincare? Persepsi kamu seperti apa?	
2nd Informant	Pertama, karena creatornya. Mungkin creator yang aku suka ini itu masang keranjang kuning di videonya tanpa aku sadar, cuma dia emang beauty vlogger yang udah sering juga datang ke beauty event. Kedua, karena aku familiar sama brandnya. Semisal, Somethinc. Aku udah tau brand itu lama, bahkan sebelum main TikTok. Ketiga, karena impact yang ditunjukkan tiap day-by-day dengan video, bukan foto gitu jadi bikin itu trusted, karena banyak affiliate yang emang suka nakal gitu, ambil foto dari platform lain.	• Perceived Ease of Use • Trust • Perceived Risk
Researcher	Setuju setuju. Oke, selanjutnya mau nanya, kalo kamu cari info review skincare dari FYP TikTok itu memang kamu explore sendiri atau dapat rekomendasi dari keluarga atau temen gitu, sih?	
2nd Informant	Funfact, kebetulan circle teman SMA aku itu suka skincare dan makeup. Jadi, kita punya grup di TikTok itu khusus buat share produk skincare atau makeup	• Subjective Norms

	Question/Answer	Coding
	gitu. Dengan akses TikTok yang lebih gampang, dengan video pendek dan tidak terbatas cuma 24 jam, jadi naluri aku dan temen-temen aku memilih untuk pakai TikTok untuk explore tentang produk skincare.	Perceived Ease of Use
Researcher	I see, oke oke. Tapi, apakah kamu memengaruhi orang lain juga untuk cari review skincare dari TikTok FYP?	
2nd Informant	Pernah, aku rekomendasiin ke temen-temen juga. Aku nggak pernah advice mereka dari promosi Instagram, tapi selalu pake video TikTok. Aku share link video yang aku temuin.	
Researcher	Oke oke, aku mau nanya, apakah kamu aware di UGC di TikTok? Menurut kamu, persepsi soal UGC itu seperti apa?	
2nd Informant	Aku aware banget, buatku UGC itu lebih memudahkan aku untuk terekspos dengan produk-produk yang ada. Di TikTok, itu lebih mudah banget untuk menemui konten creator yang match sama aku, dibandingkan dengan Instagram. Aku juga bisa kenal sama brand-brand baru yang sebelumnya aku belum kenal. Bahkan, kadang juga ada creator luar negeri yang aku nggak pernah kenal, jadi muncul di FYP aku juga. Minusnya, aku kadang skeptis sama affiliate yang muncul di TikTok.	- Perceived Ease of Use - Perceived Risk
Researcher	Betul betul, nah apakah kamu aware sama brand domination di FYP TikTok? Dan, seperti apa persepsi kamu tentang itu?	

	Question/Answer	Coding
2nd Informant	Jujur aku kurang suka sih, soalnya suka overclaim dan terus-terusan muncul produk yang sama terus , jadinya aku kurang sreg. Personally, aku juga cukup memperhatikan kualitas sembari cari diskon juga. Hal itu juga bikin aku jadi bingung, apakah produk ini memang bagus atau cuma overclaim juga . Aku pernah beli masker Skintific yang dominated juga iklannya di TikTok . Terus, aku perlu nanya ke temen-temen dulu dan explore lagi review-reviewnya lewat search sebelum beneran beli . Turns out itu brand domination bikin bingung ini beneran bagus atau karena memang harganya sekedar murah aja , karena customer itu sensitif dengan harga. Sebenarnya, gapapa dominated tapi memang produknya bagus, contohnya Somethinc. Apalagi kalau local brand, aku percaya. Nah, kalo dari case Somethinc ini, dengan brand dia dominated di FYP, aku jadi banyak kenal produk-produk baru mereka.	• Perceived Risk • Subjective Norms
Researcher	Bener, setuju banget. Nah, apakah kamu aware nih sama untrusted skincare review di TikTok FYP? Apa sih pendapat kamu soal itu?	
2nd Informant	Most likely, aku nggak suka sih, untrusted itu buat aku yang ada keranjang kuningnya, maksa suruh beli , dan promosi yang menipu viewers . Padahal, seharusnya video promosi skincare itu review skincare yang bener. Terus, untrusted itu juga cuma menyampaikan sisi positif produknya, tapi tidak highlight apa kekurangan dari produk ini seperti apa . Tapi, sisi positifnya jadi kalau aku terpapar banyak video review	• Perceived Risk • Perceived Usefulness

	Question/Answer	Coding
	skincare yang tidak bener, bikin aku jadi tahu mana produk yang nggak perlu aku beli.	
Researcher	I see, I see, oke ra. Nah, kalau kamu apakah langsung percaya nih sama video promosi skincare di TikTok FYP?	
2nd Informant	Awalnya, sebenarnya tergantung siapa influencer atau creator yang promosiin . Apakah dia memang cukup credible untuk review beauty product atau yang embrace tekstur kulitnya. Tapi, itupun aku nggak langsung percaya juga sama claim di FYP . Aku biasanya harus tetep nanya ke temen juga reviewnya seperti apa dan credibility brandnya seperti apa.	• Subjective Norms • Trust
Researcher	Oke oke, nah mau nanya faktor apa sih yang bikin kamu jadi pengen beli produk skincare, belum sampai di tahap beli, tapi udah ada interest dan intention untuk beli produk itu? Alasannya apa?	
2nd Informant	Ketika aku memang lagi butuh produk itu, karena aku jarang impulsive buying skincare dibandingkan dengan makeup.	
Researcher	I see, terus apa yang bikin kamu jadi akhirnya beli atau checkout produk itu?	
2nd Informant	Karena harga yang terjangkau, skincare itu dibeli tiap bulan soalnya. Selain itu, didukung dengan promo. Aku nunggu waktu double date dan payday. Aku orangnya cukup price sensitive saat beli.	
Researcher	Oke, biasanya kamu beli produk skincare dimana, sih?	

	Question/Answer	Coding
2nd Informant	Aku selalu beli online , biasanya beli offline cuma waktu ada event , seperti JxB. Online biasanya aku pakai Shopee.	Purchase Decision

3rd Informant: M

	Question/Answer	Coding
Researcher	Halo terima kasih sudah menyempatkan waktunya untuk wawancara. Kalau boleh tahu, sejak kapan sih kamu pake aplikasi TikTok?	
3rd Informant	Aku udah pake TikTok dari SMA, tapi mulai ngepoin informasi tentang skincare itu seingat aku baru waktu 2022.	
Researcher	Oh, udah cukup lama juga ya, nah boleh ceritain nggak produk apa aja yang udah pernah kamu beli setelah nonton video promosi skincare di TikTok FYP?	
3rd Informant	Waktu itu aku lihat serum Avoskin sih terus jadinya beli itu.	Purchase Decision
Researcher	Bentuk video yang kamu tonton itu emang pure review atau video promosi dari brand?	
3rd Informant	Jadi ada satu orang yang mereview tentang serum dan lewat di FYP aku, salah satu yang dia review itu serum Avoskin itu. Aku nggak langsung beli, tapi selanjutnya ada lewat lagi tuh videonya terus dia bilang kalo di live dia lagi jualan itu dan lagi promo. Makanya aku langsung beli.	Purchase Decision
Researcher	Nah, bicara soal Skincare Short Video Promotion di TikTok FYP, menurut kamu jenis video seperti apa sih	

	Question/Answer	Coding
	yang waktu kamu nonton itu pembawaannya happy, terhibur, dan senang aja waktu nontonnya? Persepsi kamu seperti apa terhadap video seperti itu?	
3rd Informant	Ketika seseorang membawakan video itu dengan cepat, humornya dapet, ekspresif, pake sense of humor, dan menyenangkan , contohnya kaya Dosen Kecantikan. Terus, video yang editingnya bagus dan nggak lebay itu juga poin plus sih.	Perceived Playfulness
Researcher	I see, kalau video yang bermanfaat buat kamu untuk menjadi panduan untuk membeli produk skincare itu seperti apa? Persepsi kamu seperti apa?	
3rd Informant	Suka yang ngebandingin produk A dan B , jatuhnya aku jadi lebih tau mana yang lebih cocok buat aku, tanpa harus lihat satu-satu videonya seperti apa . Misal, dibandingin dari segi tekstur dan apa yang dirasain sama creator waktu pake.	Perceived Usefulness
Researcher	Setuju, nah, menurut kamu kenapa sih video promosi skincare di TikTok FYP itu bisa memudahkan kamu untuk memilih produk skincare?	
3rd Informant	Karena sudah ada keranjang kuning gitu sih kalo di TikTok videonya , yang sudah ada deskripsi dan harga produknya itu memudahkan . Terus juga sama video yang mempromosikan brand yang sudah familiar, cukup ternama, dan sering dipromosikan di video-video gitu.	Perceived Ease of Use
Researcher	Oke oke, nah mau nanya, kalau kamu pake aplikasi TikTok untuk cari informasi terkait skincare ini memang karena kamu explore sendiri atau dapat rekomendasi dari orang lain?	

	Question/Answer	Coding
3rd Informant	Awalnya temen aku sih yang ngenalin namanya louissescarlett, affiliator skincare di TikTok karena di live dia suka kasih harga miring buat skincare. Aku awalnya search akun dia di search bar TikTok. Nah, sejak saat itu FYP aku banyak banget bermunculan soal video dan live tentang skincare gitu.	Subjective Norms
Researcher	Tapi, pernah nggak kamu rekomendasiin TikTok ke orang lain buat cari info soal skincare?	
3rd Informant	Aku juga ikut rekomendasiin ke temen sih , contohnya dulu waktu viralnya skincare Facetology, kita jadi barengan beli bundlenya . Kadang, sama kakak aku juga rekomendasiin buat barengan beli bundlenya .	• Subjective Norms • Purchase Decision
Researcher	Oke. Nah, bicara soal UGC di TikTok. Kamu aware nggak sih sama fenomena itu? Persepsi kamu seperti apa?	
3rd Informant	Aku aware dengan hal itu dan buat aku itu bisa punya sisi positif dan negatif. Kadang, apa yang pengen aku cari tahu dan penasaran soal itu terus muncul konten seperti itu, jadinya aku ngerasa itu bermanfaat . Tapi, ketika di komennya yang negatif jadinya kepancing aja kadang. Terus, kalau ada sesuatu yang nggak relate sama aku terus muncul gitu, cukup mengganggu aja sih kadang .	• Perceived Usefulness • Subjective Norms • Perceived Risk
Researcher	Kalau skincare brand domination di FYP, apakah kamu aware? Dan persepsi kamu seperti apa?	
3rd Informant	Aku sadar betul itu ada. Misal kaya Somethinc. Jujur gapernah beli produknya dan selalu lewat, buat aku yang investasi banyak di marketing pasti bakal banyak dapat	• Perceived Risk • Trust

	Question/Answer	Coding
	exposure. Banyak produk yang bagus sebenarnya, tapi mungkin investasi marketingnya kecil. Ada yang produknya nggak bagus, tapi investasi marketingnya besar jadinya muncul brand domination . Buat aku, brand domination itu nggak selamanya bagus dan nggak menjamin review yang trusted juga . Akan bagus kalo memang yang dipromosikan adalah produk yang berkualitas bagus.	
Researcher	Oke, lalu apakah kamu juga aware sama untrusted skincare review di FYP TikTok? Gimana nih persepsi dari kamu?	
3rd Informant	Pasti, sih. Apalagi aku belajar marketing di kampus, percaya kalo banyak influencer yang dibayar untuk promosiin produk. Tapi, balik lagi juga, apapun yang udah dikatakan trusted, misalnya Tasya Farasya yang dikenal sebagai creator yang cukup trusted, aku bakal masih searching dari review e-commerce dan komentar-komentar orang .	Subjective Norms
Researcher	Oke. Nah, bicara soal FYP, kamu langsung percaya nggak sih sama video promosi skincare yang ada di TikTok FYP?	
3rd Informant	Aku nggak percaya secara langsung sih . Ketika terexpose sama iklan itu, bahkan sampai 5x pun kalau emang nggak muncul ketertarikan, aku pasti nggak akan mau kepo lebih dalam sih. Tapi, kalo misal udah 5x ketemu iklan yang sama dan aku tertarik, pasti aku research lagi dulu baru beli produknya .	• Trust • Purchase Intention • Subjective Norms

	Question/Answer	Coding
Researcher	I see. Nah, tadi kan kamu sudah sharing tentang beberapa jenis video promosi skincare yang kamu sukai. Boleh tau nggak sih apa faktor yang membuat kamu jadi ada keinginan atau intention untuk beli produk itu? Jadi belum sampai di tahap beli, baru di angan-angan aja. Alasannya apa?	
3rd Informant	Biasanya karena dari creator-creator gitu suka ngumumin bakal ada promo di hari kapan gitu sih.	
Researcher	Terus, faktor apa yang bikin kamu akhirnya jadi beli atau checkout produk itu?	
3rd Informant	Emang karena ada kebutuhan buat beli produk itu sih dan sebelumnya udah ada intensi buat beli , jadi yaudah biasanya bakal langsung checkout aja, karena pembelian skincare jauh lebih rutin. Terus, kadang pas ada promo juga jadi lebih enak.	• Purchase Intention • Purchase Decision

4th Informant: A

	Question/Answer	Coding
Researcher	Halo terima kasih sudah menyempatkan waktunya untuk wawancara. Kalau boleh tahu, sejak kapan sih kamu pake aplikasi TikTok?	
4th Informant	Aku mulai pake aplikasi TikTok di tahun 2019. Awal-awal dulu sebelum ada keranjang kuning, biasanya aku lihat video review product & try on aja tapi checkout di platform lain. Tapi, sekarang karena udah ada keranjang kuning, langsung checkout di TikTok juga.	Purchase Decision

	Question/Answer	Coding
Researcher	Oh, udah cukup lama juga ya, nah boleh ceritain nggak produk apa aja yang udah pernah kamu beli setelah nonton video promosi skincare di TikTok FYP?	
4th Informant	Ada sunscreen Azarine, masker Skintific yang hijau, moisturizer Skingame, dan serum Somethinc.	
Researcher	Wah, cukup banyak juga. Nah, bicara soal Skincare Short Video Promotion di TikTok FYP, menurut kamu jenis video seperti apa sih yang waktu kamu nonton itu pembawaannya menyenangkan, menarik, dan happy nontonnya? Persepsi kamu seperti apa terhadap video seperti itu?	
4th Informant	Aku suka video yang nggak terlalu panjang, pembawaannya tidak membosankan, tidak terlalu banyak diedit, jelas tentang ingredients dari produk apa saja , reviewer bener-bener pake produknya di kehidupan sehari-hari, dan informasi yang disampaikan di video itu bukan informasi general.	• Perceived Playfulness • Perceived Usefulness
Researcher	I see, kalau video yang bermanfaat buat kamu untuk menjadi panduan untuk membeli produk skincare itu seperti apa? Persepsi kamu seperti apa?	
4th Informant	Aku merasa short video yang dilengkapi teks atau subtitle gitu bermanfaat banget sih , soalnya kadang kalo creator cuma pakai voiceover atau ngomong aja sering miss apa yang dia sampaikan.	Perceived Usefulness
Researcher	Setuju, nah, menurut kamu kenapa sih video promosi skincare di TikTok FYP itu bisa memudahkan kamu untuk memilih produk skincare?	

	Question/Answer	Coding
4th Informant	Soalnya banyak dari creator yang review skincare gitu juga attach keranjang kuning, jadinya kita bisa langsung checkout di TikTok langsung tanpa pindah aplikasi. Terus, creator juga mention gitu di videonya tentang kapan mereka bakal promo. Jadi, kita bisa persiapan dulu sebelum beli.	• Perceived Ease of Use • Perceived Usefulness
Researcher	Oke oke, nah mau nanya, kalau kamu pake aplikasi TikTok untuk cari informasi terkait skincare ini memang karena kamu explore sendiri atau dapat rekomendasi dari orang lain?	
4th Informant	Kebanyakan karena memang aku explore sendiri, sih.	
Researcher	Tapi, pernah nggak kamu rekomendasiin TikTok ke orang lain buat cari info soal skincare?	
4th Informant	Pernah, sih. Waktu itu aku pernah rekomendasiin teman untuk beli masker Skintific yang sebelumnya aku tonton di FYP dan pernah aku beli juga.	• Subjective Norms • Purchase Decision
Researcher	Oke. Nah, bicara soal UGC di TikTok. Kamu aware nggak sih sama fenomena itu? Persepsi kamu seperti apa?	
4th Informant	Aku cukup aware dan menurutku selama itu memang positif dan relate ke aku sih aku gapapa. Semisal, pas aku lagi butuh moisturizer terus muncul deh di FYP ada reviewer skincare tentang produk itu, jadi useful buat aku.	Perceived Usefulness

	Question/Answer	Coding
Researcher	Kalau skincare brand domination di FYP, apakah kamu aware? Dan persepsi kamu seperti apa?	
4th Informant	Aku aware dengan hal itu. Jujur aku kurang suka sih, contohnya Somethinc, aku melihat video tentang mereka muncul terus di FYP, jadinya bikin aku bosan.	Perceived Risk
Researcher	Oke, lalu apakah kamu juga aware sama untrusted skincare review di FYP TikTok? Gimana nih persepsi dari kamu?	
4th Informant	Aware karena sering muncul di aku. Persepsi aku sih sangat negatif ya. Buat aku, video seperti itu menipu dan mengganggu. Makanya, aku selalu cari banyak video-video review lain untuk meyakinkan aku.	• Perceived Risk • Subjective Norms
Researcher	Oke. Nah, bicara soal FYP, kamu langsung percaya nggak sih sama video promosi skincare yang ada di TikTok FYP?	
4th Informant	Aku sih nggak langsung percaya ya , apalagi di FYP juga banyak bermunculan video yang ada tag Paid Partnership dan sponsored video , bikin itu jadi untrusted.	• Trust • Perceived Risk
Researcher	I see. Nah, tadi kan kamu sudah sharing tentang beberapa jenis video promosi skincare yang kamu sukai. Boleh tau nggak sih apa faktor yang membuat kamu jadi ada keinginan atau intention untuk beli produk itu? Jadi belum sampai di tahap beli atau checkout. Alasannya apa?	

	Question/Answer	Coding
4th Informant	Biasanya sih karena review skincare dari beauty reviewer yang aku suka dan udah aku percaya sih, seperti Sapeye dan Suhay Salim.	• Perceived Playfulness • Trust
Researcher	Faktor apa yang bikin kamu akhirnya jadi beli atau checkout produk itu?	
4th Informant	Ketika emang lagi produk yang aku pengen beli ini habis, aku bakal checkout . Diseimbangi juga dengan harganya yang murah sih biasanya.	Purchase Decision
Researcher	Kalau boleh tahu, kamu biasanya beli produk skincare itu dimana?	
4th Informant	Aku beli lewat TikTok Shop, Shopee, dan Sociolla sih biasanya.	Purchase Decision

5th Informant: J

	Question/Answer	Coding
Researcher	Halo terima kasih sudah menyempatkan waktunya untuk wawancara. Kalau boleh tahu, sejak kapan sih kamu pake aplikasi TikTok?	
5th Informant	Kayanya pas awal-awal pandemi, deh. Sekitar 2020. Tapi spesifik baru pake buat cari info soal skincare itu baru-baru ini sih, tahun lalu, kaya Skintific itu kan maraknya baru di tahun lalu gitu.	
Researcher	I see, nah boleh ceritain nggak produk apa aja yang udah pernah kamu beli setelah nonton video promosi skincare di TikTok FYP?	

	Question/Answer	Coding
5th Informant	Aku beli moisturizer punya Somethinc.	
Researcher	Nah, bicara soal Skincare Short Video Promotion di TikTok FYP, menurut kamu jenis video seperti apa sih yang waktu kamu nonton itu interesting dan menyenangkan pembawaannya kalo lagi nonton? Persepsi kamu seperti apa terhadap video seperti itu?	
5th Informant	Buat aku yang nggak sama sekali hard selling , terus review yang dari user gitu bukan dari brand.	Perceived Playfulness
Researcher	I see, kalau video yang bermanfaat buat kamu untuk mendukung kamu untuk membeli produk skincare buat membantu purchase decision itu seperti apa? Persepsi kamu seperti apa?	
5th Informant	Yang demonstrate before-after, kasih tau plus-minus, manfaatnya apa aja, dan bandingin produk satu sama lain.	Perceived Usefulness
Researcher	Nah, menurut kamu kenapa sih video promosi skincare di TikTok FYP itu bisa memudahkan kamu untuk memilih produk skincare?	
5th Informant	Pertama, karena yang bikin video itu sendiri udah trusted karena mereka influencer skincare. Kedua, karena mereka demonstrate experience dengan produknya dengan jelas, tidak bertele-tele, dan tidak scripted.	• Trust • Perceived Usefulness
Researcher	Oke oke, nah mau nanya, kalau kamu pake aplikasi TikTok untuk cari informasi terkait skincare ini	

	Question/Answer	Coding
	memang karena kamu explore sendiri atau dapat rekomendasi dari orang lain?	
5th Informant	Jujur, aku bener-bener explore sendiri terus banyak muncul aja gitu di FYP aku.	
Researcher	Tapi, pernah nggak kamu rekomendasiin TikTok ke orang lain buat cari info soal skincare?	
5th Informant	Pernah sih, aku share gitu ke temen aku kalo misal ada reviewnya yang bagus.	Subjective Norms
Researcher	Oke. Nah, bicara soal UGC di TikTok. Kamu aware nggak sih sama fenomena itu? Persepsi kamu seperti apa?	
5th Informant	Aku aware dan jujur aku positif sih dampaknya, itu bisa offer unique value dan memberikan fresh perspective gitu sih aku, terus bikin aku jadi lebih trust.	Trust
Researcher	Kalau skincare brand domination di FYP, apakah kamu aware? Dan persepsi kamu seperti apa?	
5th Informant	Sering banget ngerasain, ada salah satu brand skincare yang muncul. Awalnya 1 kali atau 2 kali gapapa sih, cuma lama-lama annoyed dan makin nggak tertarik, turns out jadi gamau beli. Buat aku, kaya gini nutupin pengalaman pengguna yang bener-bener pake gitu.	Perceived Risk
Researcher	Oke, lalu apakah kamu juga aware sama untrusted skincare review di FYP TikTok? Gimana nih persepsi dari kamu?	
5th Informant	Aware, banyak banget sih belakangan ini. Buat aku, itu sangat amat negatif karena selain ngaruh ke brand	Trust

	Question/Answer	Coding
	image, itu bener-bener mengurangi customer trust , jadi bikin aku gamau beli dan nontonin video reviewnya.	Perceived Risk
Researcher	Oke. Nah, bicara soal FYP, kamu langsung percaya nggak sih sama video promosi skincare yang ada di TikTok FYP?	
5th Informant	Jujur nggak. Aku harus ngeliat komen, tanya teman yang emang profesional di skincare, dan banyak-banyakin nonton review lain.	Subjective Norms
Researcher	I see. Nah, tadi kan kamu sudah sharing tentang beberapa jenis video promosi skincare yang kamu sukai. Boleh tau nggak sih apa faktor yang membuat kamu jadi ada keinginan atau intention untuk beli produk itu? Jadi belum sampai di tahap beli atau checkout. Alasannya apa?	
5th Informant	Mungkin karena personal relevancenya, karena kondisi kulit aku itu sama dengan creator yang bikin review. Terus experience creator yang ngasih before-after itu berhasil persuade aku. Sama, komentar-komentar di videonya yang positif.	- Perceived Usefulness - Subjective Norms
Researcher	Terus, in the end apa yang bikin kamu memutuskan untuk beli atau checkout produk itu?	
5th Informant	Biasanya karena memang ada promo gitu sih jadi aku langsung checkout.	Purchase Decision
Researcher	Biasanya, kamu beli skincare dimana, sih?	
5th Informant	Aku langsung beli di e-commerce lain , tapi jarang banget sih beli di TikTok Shop langsung.	Purchase Decision

6th Informant: H

	Question/Answer	Coding
Researcher	Halo terima kasih sudah menyempatkan waktunya untuk wawancara. Kalau boleh tahu, sejak kapan sih kamu pake aplikasi TikTok?	
6th Informant	Sebenarnya udah lama, tapi buat spesifik soal skincare itu baru di pertengahan bulan di tahun 2023.	
Researcher	I see, nah boleh ceritain nggak produk apa aja yang udah pernah kamu beli setelah nonton video promosi skincare di TikTok FYP?	
6th Informant	Aku beli bundling product dari The Originote yang ada toner, moisturizer, dan serum.	
Researcher	Nah, bicara soal Skincare Short Video Promotion di TikTok FYP, menurut kamu jenis video seperti apa sih yang waktu kamu nonton itu interesting dan menyenangkan pembawaannya kalo lagi nonton? Persepsi kamu seperti apa terhadap video seperti itu?	
6th Informant	Buat aku, video yang kelihatan wajah creatornya, pembawaannya seru ada humornya, backsoundnya cocok dan enak didengar, jadi senang aja nontonnya.	Perceived Playfulness
Researcher	I see, kalau video yang bermanfaat buat kamu untuk mendukung kamu untuk membeli produk skincare buat membantu purchase decision itu seperti apa? Persepsi kamu seperti apa?	
6th Informant	Videonya itu detail gitu informasinya, mulai dari nama brand, jenis skincare, tipe kulit creator, benefit produknya, kasih tau cara pakai produknya,	Perceived Usefulness

	Question/Answer	Coding
	nunjukin before-after , jadi kita suka aja nontonnya kalau detail gitu.	
Researcher	Nah, menurut kamu kenapa sih video promosi skincare di TikTok FYP itu bisa memudahkan kamu untuk memilih produk skincare?	
6th Informant	Buat aku, adanya keranjang kuning di video creator itu memudahkan banget sih untuk membantu kita sampai ke tahap pembelian .	• Perceived Ease of Use • Purchase Decision
Researcher	Oke oke, nah mau nanya, kalau kamu pake aplikasi TikTok untuk cari informasi terkait skincare ini memang karena kamu explore sendiri atau dapat rekomendasi dari orang lain?	
6th Informant	Sebenarnya aku explore sendiri sih, tapi kadang mutual aku di TikTok suka repost video yang berkaitan dengan skincare , nah kalo di TikTok itu kan bakal masuk gitu repost videonya ke FYP aku. Jadi, secara nggak langsung temen aku ikut rekomendasiin lewat repost mereka .	Subjective Norms
Researcher	Tapi, pernah nggak kamu rekomendasiin TikTok ke orang lain buat cari info soal skincare?	
6th Informant	Aku pernah sih rekomendasiin ke temen waktu dia lagi minta rekomendasi produk.	
Researcher	Oke. Nah, bicara soal UGC di TikTok. Kamu aware nggak sih sama fenomena itu? Persepsi kamu seperti apa?	

	Question/Answer	Coding
6th Informant	Aku aware dan jujur perspektif aku terhadap UCG itu positif aja sih, karena tipe creator-creator yang pengen aku tonton itu bakal muncul aja dengan sendirinya tanpa harus search.	
Researcher	Kalau skincare brand domination di FYP, apakah kamu aware? Dan persepsi kamu seperti apa?	
6th Informant	Awalnya, aku sebagai user itu nggak terlalu aware, tapi sempet baca di Twitter kalau ada fenomena itu malah bikin aku ngerasain di FYP aku sendiri. Di FYP memang aku suka muncul dari beberapa brand, seperti Glad2Glow, Facetology, The Originote. Persepsi aku tuh sebenarnya selagi informasi dari kontennya nggak merugikan orang lain itu nggak papa sih, karena ketika aku emang match sama product yang mereka promosiin, tetep aja ujung-ujungnya aku bakal beli produknya.	Purchase Decision
Researcher	Oke, lalu apakah kamu juga aware sama untrusted skincare review di FYP TikTok? Gimana nih persepsi dari kamu?	
6th Informant	Aware, karena aku emang pribadi ngerasa nggak semua video di FYP soal skincare itu share honest review. Biasanya, video yang kurang trusted adalah video dari affiliator dan influencer yang banyak diendorse sama brand, jadi kita sebagai user nggak tau apakah claim productnya itu bener atau nggak. Nah, jatuhnya kita sebagai viewers nggak bisa control FYP mereka dari video-video seperti itu dan harus lebih pinter aja dalam cari review. Biasanya, aku habis nonton videonya di FYP TikTok, langsung cari dulu di search bar TikTok, terus cari reviewnya di YouTube, sama	• Perceived Risk • Trust • Subjective Norms

	Question/Answer	Coding
	nanya orang terdekat juga tentang review jujur produknya itu seperti apa.	
Researcher	Oke. Nah, bicara soal FYP, kamu langsung percaya nggak sih sama video promosi skincare yang ada di TikTok FYP?	
6th Informant	Jujur nggak, karena banyak banget review yang nggak jujur dan dibagus-bagusin, kecuali emang reviewernya ini expert dalam hal skincare, biasanya yang seperti ini lebih trusted, cuma sejauh ini aku nggak pernah menjadikan influencer atau orang yang expert dalam skincare itu sebagai pedoman aku sih.	• Trust • Perceived Risk
Researcher	I see. Nah, tadi kan kamu sudah sharing tentang beberapa jenis video promosi skincare yang kamu sukai. Boleh tau nggak sih apa faktor yang membuat kamu jadi ada keinginan atau intention untuk beli produk itu? Jadi belum sampai di tahap beli atau checkout. Alasannya apa?	
6th Informant	Karena video-video yang muncul di FYP itu dari brand-brand yang udah familiar, banyak orang pake, dan trusted gitu sih.	
Researcher	Terus, in the end apa yang bikin kamu memutuskan untuk beli atau checkout produk itu?	
6th Informant	Jujur, karena aku emang lagi butuh produknya, misalnya aku lagi berjerawat, jadi butuh skincare yang cocok buat kulit seperti itu.	
Researcher	Biasanya, kamu beli skincare dimana, sih?	

	Question/Answer	Coding
6th Informant	Dulu sebenarnya aku beli itu di toko offline, tapi semenjak pakai TikTok, aku langsung checkout di TikTok Shop sih.	Purchase Decision

APPENDIX B

Netnography Results

Perceived Playfulness

-  ursullacarberodelgado
Bagindaa Rajaaaa yg lucu-lucu, balaa-balaaa, suka bget sma Baginda Raja semenjak nnton vt lu gue jdi ga sembarangan beli skincare, muaacchh 😊😊
2023-4-2 Reply 1
-  healingskincare
my favorite beauty influencer @MaharajaSP sm @Dosen Kecantikan 📖📝 soalnya asik dan menghibur 😊😊
2023-2-28 Reply
-  Azzura.shop
kak @Lifni Sanders dongggg 🥰
suka banget kalo lagi superzoom
dan kak @Jiglyciouss 🥰 no pilter pilter
2022-1-23 Reply

Perceived Usefulness

-  yessh
yessh kak ojan dan kak satu hari satu review sm yg dokterskincare omg sangadddd membantukuu dalam memilah memilih skin care 🥰
2023-2-28 Reply
-  aii
SUKA BANGET RIVIWNYYA SANGAT MEMBANTUUUUUU 🥰🥰🥰🥰
2022-6-28 Reply 1,051
-  kacangmerahmanis
makanya kiblata ak kiara leswara soalnya skintype sama skintonenya sama, dan bener sih review dr dia banyak ngebantu ak buat milih produk dan shade
3-13 Reply 108

Perceived Ease of Use

-  KQGURA-ME?
gue lebih suka yang ada keranjang nya soalnya bisa langsung liat dan gak ribet nyari-nyari 🙌
2023-8-5 Reply 1
-  witchfriend07
@Kamila Jaidi @swan 🙌 Suka penjelasan mereka yang simple ga ribet. Mudah dimengerti orang awam.
2023-3-1 Reply 1
-  witchfriend07
@DosenSkincare abang satu ini juga penjelasannya mudah dimengerti. Paling suka dijelaskan +/- produk atau bahan dari produk tersebut 🙌
2023-3-1 Reply

Subjective Norms

 bodoamat
aku lebih percaya review netijen di kolom komen sih 😭
3-11 Reply 1

 vinaoctaaaa
PLISSS KALIAN HARUS TAU THE AUBREE, BAGUS BANGET WOIIII 😭
4-7 Reply 1,548

Perceived Risk

 Andita_Zubir
gunakan kepintaran kita utk teliti sebelum membeli..jgn mudah tergiur dgn promosi dan harga
2023-5-4 Reply

 * Tea.C@ffe *
suatu hal yang "too good to be true" perlu diwaspadai ya bang 🤔🤔🤔
2022-6-25 Reply 93

 ?
SKINTIFIC ORIGINOTE FACETOLOGY,monn maaf iklan ee aee yg baguss tp pas di pake gada yg berubah malah makin kusem 🤔🤔🤔
3-26 Reply 137

Trust

 Daily Outfit
setuju bngt nih ,, skrng aq gk mau termakan lg iklan2 skincare. cukup yang basic2 ajh dech , bagiku cukup 😊
2023-6-15 Reply 1

 leozifa
jgn ke makan iklan yahhhh, kasihan kulit kalian 😭
3-20 Reply 40
View 11 replies

Purchase Intention

 ramadhani_1197
produk²nya mineral botanica seliweran mulu,mana reviewnya bagus².Jdi penasaran mau coba 🤔
2023-12-17 Reply 678
View 31 replies

 HEHE
ini yg ditunggu² setelah sekian purnama gabisa beli, tapi jadi bingung co yg mana
2022-11-1 Reply 1

 FerisaS
aaakkk makasiio udh d review kedua ini, lg bingung mau pilih yg mana antra 2 merek ini 🤔
2022-6-16 Reply 1

 Jodie Tan · Creator
Sama2 smoga bisa membantu 🤔
2022-6-16 Reply

Purchase Decision

7%
aku juga 12.12 kemarin co fw mineral botanica yang pink 🍷
2023-12-19 Reply 4
— View 5 replies

RIKA입니다
baru co azarine,bismillah semoga cocok, dikulit aku yang berminyak+jerawatan
2023-12-10 Reply 92

Perceived Playfulness positively influences Trust under the creator's video with question "Who is skincare reviewer that you trust?"

indah
suhay termantep, dia tuh unik lucu 🤔🤔🤔
2022-3-6 Reply

indah
suhay sih 🤔🤔
2022-3-6 Reply

Purchase Intention positively influences Purchase Decision



Perceived Risk not negatively influences Purchase Intention under the Skintific product review



martha sianipar

gara2 penasaran pengen coba. nyesal sih ga cocok di aku 😭

2023-2-25 Reply



— View 5 replies

APPENDIX C

Data Validation Summary of Interview Results

Indicator	Description	Quotation of Respondents' Interview	Netnography from comment section of skincare short video promotion in TikTok	Listing Key Phrases
Perceived Playfulness	- Perceived playfulness is the perceived hedonic value that is increased by fun, excitement, creativity, and pleasure that results from the system utilization (Çelik, 2011). - Perceived playfulness consists of the following dimensions, which are spontaneity	“Video that uses attractive words, reviewing the product while giving out-of-the box humor.” - F “Video that is never showing yellow cart since it is more trusted, video that shows before-after in using product, creator don’t force us to buy the	“Baginda Raja (skincare reviewer at TikTok) who are funny and really talkative. Since I watch your video, never carelessly buy skincare.” - U “My always favorite beauty influencers are MaharajaSP (skincare	- Video with humor and fun. - Video that edited well: not-too-much edit, using suitable background, pleasant to hear. - Video that pleasurable: use attractive words, not force people to buy, fast, expressive, not too long, not boring, not hard selling. - Videos that promoted familiar brand. - Videos that are informative:

Indicator	Description	Quotation of Respondents' Interview	Netnography from comment section of skincare short video promotion in TikTok	Listing Key Phrases
	that consists of social, physical, and cognitive, manifest joy that consists of laughter, pleasure, preference, and sense of humor that consists of joking and entertaining (Lieberman, 1977). - Playfulness in TikTok consists of memes and elements provided by TikTok platform, for	product, creators promoting brand that I already familiar before, not too-much-edit video, and creators give humor while reviewing product.” – R “Video that is fast, shares humor, expressive, fun, and not too-much editing.”- M	reviewer at TikTok) and Dosen Kecantikan (skincare reviewer at TikTok), you are really entertaining and fun.” – E “Lifni Sanders (skincare reviewer at TikTok) is the best, I really enjoy seeing her when doing superzoom in review and also Jiglyciouss	shows before-after using the product and not sharing general information only. - Videos that come from the user side.

Indicator	Description	Quotation of Respondents' Interview	Netnography from comment section of skincare short video promotion in TikTok	Listing Key Phrases
	example special effects, techniques to highlight the video, and redesign the video that exists by adding additional effects (Reijmerink, 2022).	“Videos that are not too long, not boring, not too-much-edit, giving clear and not general information.”- A “Videos that are not hard selling the product and coming from the user's side, not the brand.”- J “Video that shows the creator's face, fun, shares	(skincare reviewer at TikTok) has no filter used in her video.” - A	

Indicator	Description	Quotation of Respondents' Interview	Netnography from comment section of skincare short video promotion in TikTok	Listing Key Phrases
		humor, uses suitable backsound, and is pleasant to hear.”- H		
Perceived Usefulness	- Perceived usefulness in the context of shopping is refers to the advantages and long-term benefits we perceive after purchases, for example when we look at the affordable product price while we also get the low cost from searching	“Video that is made by influencers not by brand, since most likely videos that are made by brands are self-claimed and do not share honest reviews.” - F “Videos that show before-after, not overclaim, reviewed by	“Yes, Kak Ojan, Kak Satu Hari Satu Review, and Dokter Skincare (skincare reviewer at TikTok) really help me to choose skincare products.”- S “Really like the review. Really helpful.” - A	- Videos that informative: show before-after in using product, not overclaim, giving comparison between different product, share the plus and minus of product, share the product benefits, share about how to use the product.

Indicator	Description	Quotation of Respondents' Interview	Netnography from comment section of skincare short video promotion in TikTok	Listing Key Phrases
	product information online (Moslehpour, 2018), product promo that is offered (Harianto & Ellyawati, 2023), and customer purchase behavior based on the needs and wants of the product (Durgabhavan i & Krishnan, 2019). Perceived usefulness is being measured by	many creators, and I know personally that the brand promoted are having a good quality product.” - R “Videos that giving comparison between each product.” - M “Videos that are completed with subtitles, since sometimes I miss what the creators said if	“My guideline to buy skincare is Kiara Leswara (skincare reviewer at TikTok) because of our same skintone. Her review always helps me with what product and shade that I can choose.” - K	- Video with subtitle. - Videos that are made by users, not brands. - Videos that promoted familiar product: reviewed by many creators and brand known having a good quality. -

Indicator	Description	Quotation of Respondents' Interview	Netnography from comment section of skincare short video promotion in TikTok	Listing Key Phrases
	five indicators which are being fast or quick, time saving, effort saving, cost reducing, and overall usefulness (Guritno & Siringoringo, 2013).	there is no subtitle.”- A “Videos that demonstrate before-after, share the plus and minus of product, share the product benefit, and compare different products.” - J “Videos that give detailed information, starting from brand name, skin type, product benefits, how		

Indicator	Description	Quotation of Respondents' Interview	Netnography from comment section of skincare short video promotion in TikTok	Listing Key Phrases
		to use the product, and shows before-after.”- H		
Perceived Ease of Use	- Perceived ease of use describes the people’s perception that using technology will have no require specific effort, so when the ease of using technology is increasing, their intention in using that technology will also increase	"The variations of videos that appear on my FYP, makes it easier to compare product compositions, benefit, and choose which one matches for me.” - F “The creators that I like attached yellow cart to check out the product, promoted	“I prefer videos with yellow carts that eases me to look at the product and there is no hassle searching for it.” - K “I like Kamila Jaidi & Swanpedia (skincare reviewer at TikTok) who are simple and not complicated.	- Yellow cart feature that attached in the TikTok’s short video promotion. - Various type of videos appears in FYP. - Brand and product promoted familiarity. - Skincare influencer familiarity. - Informative video: Day-by-day impact, clear information, straightforward,

Indicator	Description	Quotation of Respondents' Interview	Netnography from comment section of skincare short video promotion in TikTok	Listing Key Phrases
	(Worthington & Burgess, 2021). - Perceived ease of use has several indicators, which are easy to learn, easy to meet expectation, ease to become skillful, and easy to do transaction (Hubert et al., 2017). - Perceived ease of use in TikTok application measures by how easy the	skincare brands that I am already familiar with, and day-by-day impact shown in the video.” - R “The creator added a yellow cart that already completed with product description and price that ease me and video promoted a brand that I already familiar with, popular, and	It is easier to understand by common people. Also, for Dosen Skincare (skincare reviewer at TikTok) since he explains the plus and minus of the product.” - W	not scripted, promo announcement.

Indicator	Description	Quotation of Respondents' Interview	Netnography from comment section of skincare short video promotion in TikTok	Listing Key Phrases
	application can be learned, understood, effortless, and use (Halim et al., 2022).	promoted by many people.” - M “The creators added a yellow cart on the video, so I can directly check out the product without moving to another platform and when creators are mentioned when the product will have a promo.” - A “Video that appears is		

Indicator	Description	Quotation of Respondents' Interview	Netnography from comment section of skincare short video promotion in TikTok	Listing Key Phrases
		already trusted because the creator is a skincare influencer and creators demonstrate the information in a clear way, straightforward, and not scripted.” - J “There is yellow cart given in the video, it eases and really helps until the purchase decision.” - H		

Indicator	Description	Quotation of Respondents' Interview	Netnography from comment section of skincare short video promotion in TikTok	Listing Key Phrases
Subjective Norms	- Subjective norms refers to the perception that important person or group of people will agree and support several behaviors that are determined by perceived social pressure from the others to behave in a particular way with intention to behave like	“Never get recommendations from others and never recommend other people.” - F “Inspired by my friends in high school until we had a TikTok’s group chat to share videos about skincare products. I’d also recommend it to other friends by sharing a	“For me, the comments section in TikTok videos from people that talk about honest reviews about a skincare product is more trusted.” - B “Everyone should know about The Aubree (skincare brand). It’s a really good product.” - V	- Get recommendation from colleagues, directly: direct recommendation or information, TikTok’s group chat that shares skincare short video promotion link and indirectly: “Repost” feature on TikTok that makes video appears on TikTok mutual’s For You Page. - Recommend the others by

Indicator	Description	Quotation of Respondents' Interview	Netnography from comment section of skincare short video promotion in TikTok	Listing Key Phrases
	what people used to do (Ham et al., August 2015) - Subjective norms divided by two contexts, which are descriptive norms when everyone already try TikTok application while spend most of the time on that and injunctive norms when the one who already become TikTok users,	TikTok video link.” - R “Started with my friend that recommend louissescarlett , one of famous skincare affiiator in TikTok because of the low price that always offered in her livestream and after I search her account through search bar, my FYP full with short video		sharing TikTok video links and sharing information about good skincare products that are found on TikTok For You Page's short video.

Indicator	Description	Quotation of Respondents' Interview	Netnography from comment section of skincare short video promotion in TikTok	Listing Key Phrases
	will ask everyone surround them to use it also (Manning, 2009).	content that is related to skincare. I also recommend to my sister and friend to look out for the product that I found in TikTok FYP.” - M “Never get recommendations from other people, but I ever recommend a skincare product that I bought because of		

Indicator	Description	Quotation of Respondents' Interview	Netnography from comment section of skincare short video promotion in TikTok	Listing Key Phrases
		TikTok FYP content.“ - A “Exploring TikTok by myself, but I share it with friends whenever I find a good review.” - J “Starting from exploring it by myself, but my friends indirectly recommending me by reposting skincare short video promotion at TikTok, so it		

Indicator	Description	Quotation of Respondents' Interview	Netnography from comment section of skincare short video promotion in TikTok	Listing Key Phrases
		will appear on my FYP. I recommend to friends whenever they need it.“ - H		
Perceived Risk	- Perceived risk is the possibility of negative outcome for any product purchase decision that can be subjectively solve once the customer aware with the risk itself, results from the uncertainty in decision	“UGC in TikTok makes me addicted to scroll on FYP. I saw Something and Skintific video always appears on my FYP. I found many skincare brand video promotions that I don't interest in, but keep	“We should use our cleverness to be concerned before buying skincare products and not be tempted by the promotion and prices that are promoted in the video.” – A “Every skincare	- Addicted to scroll FYP. - Promotional videos in FYP that do not match personal interest or irrelevant. - Skincare brand domination on FYP. - Untrusted type of content: affiliators and endorsed influencer video, fool viewers, force

Indicator	Description	Quotation of Respondents' Interview	Netnography from comment section of skincare short video promotion in TikTok	Listing Key Phrases
	making and the importance of consequences from any failed risk (Bungkang, 2019). - According to research by Lu et al. (2005), perceived risk included physical risk (risk to individual's safety, physical health, wellbeing), functional risk (product or service might not	appearing on my FYP. It makes the product that I want to know more, not appear. “– F “I get skeptical with skincare affiliators that keep appearing on my TikTok FYP. I saw many skincare brands that dominated the FYP but they were over-claiming and	review that is "too good to be true" is a caution." - T “Skintific, Originote, and Facetology are only massive at ads, but when it used, there is no change and make duller skin.”- U	viewers to buy, only mention the positive side of the product, overclaiming.

Indicator	Description	Quotation of Respondents' Interview	Netnography from comment section of skincare short video promotion in TikTok	Listing Key Phrases
	performs as expected), social risk (individual's ego and how others will perceive out behavior), time-loss risk (activity will wasting time), financial risk (product or service will not worth the financial price), opportunity cost risk ("the best alternative" possibly would not be	dominating. There are also many contents that fool viewers, force viewers to buy, and only mention the positive side of the product." - R "It bothers me sometimes when I find irrelevant promotional videos in my FYP. I am aware of brand domination in TikTok FYP and it		

Indicator	Description	Quotation of Respondents' Interview	Netnography from comment section of skincare short video promotion in TikTok	Listing Key Phrases
	chosen because there is a previous choice), and information risk (possibility of false information being shared).	does not guarantee that the brand is trusted and the product has a good quality.”- M “I get bored when I found Somethinc video promotion keep appearing on my FYP. For me, the untrusted skincare review that appears in FYP is foolish and		

Indicator	Description	Quotation of Respondents' Interview	Netnography from comment section of skincare short video promotion in TikTok	Listing Key Phrases
		disturbing.” - A “I am aware that brand domination is happening on FYP, it makes me annoyed and lose interest with the product since it is shadowing the real user experience. Untrusted skincare reviews really decreases consumer trust and makes me not want to buy		

Indicator	Description	Quotation of Respondents' Interview	Netnography from comment section of skincare short video promotion in TikTok	Listing Key Phrases
		the product and watching the video review.“ - J “Not all videos that appear in FYP are trusted, especially from affiliators and endorsed influencers, but FYP can't be controlled, so it's from us who can filter it.“ - H		
Trust	- Trust involves cognitive, affective, and behavioral components,	“ Not directly trusting FYP because I ever bought skincare that	“I agree, right now I don't want to trust FYP ads anymore ,	Skincare short video promotions at TikTok For You Page are not directly trusted by users. They will further

Indicator	Description	Quotation of Respondents' Interview	Netnography from comment section of skincare short video promotion in TikTok	Listing Key Phrases
	covers the perceived vulnerability from the uncertainty of motives, intentions, others' prospective actions and involves the decision or choice among several actions (Li & Betts, 2003). - In TikTok, trust is having an essential role because of the high level of uncertainty that is felt	was overclaimed. I utilized TikTok search bar to be more convinced." - F "Never directly trust what it claims on FYP, so I ask my friends for the review and brand's credibility." - R "Do not directly trust skincare short video promotion at FYP, if it is	basic skincare is enough." - D "Don't ever trust FYP ads easily, please take care of your skin." - L	do the research by utilize TikTok search bar, ask their friends, ask the skincare professional, check the comment sections, and look other reviews to be more convinced and know the credibility.

Indicator	Description	Quotation of Respondents' Interview	Netnography from comment section of skincare short video promotion in TikTok	Listing Key Phrases
	because of the lack of face-to-face interaction through offline and comments from the users (Ruangkanjan ases, 2022).	already 5 times the video appears and still not interested, the product will not be bought. If I'm interested, I still doing the research." - M "Not directly trust FYP because there are so many Paid Partnership and sponsored video types." - A "I do not directly trust skincare		

Indicator	Description	Quotation of Respondents' Interview	Netnography from comment section of skincare short video promotion in TikTok	Listing Key Phrases
		short video promotions at FYP, so I will check the comment section, ask friends who are professional at skincare, and look for other reviews.” - J “Not directly trust FYP because there are many untrusted and overclaim reviews.”- H		
Purchase Intention	- Purchase intention happens between the	“Usually, it is because the interesting video	“Mineral Botanica’s product short video	- Interesting video promotion. - Skincare product

Indicator	Description	Quotation of Respondents' Interview	Netnography from comment section of skincare short video promotion in TikTok	Listing Key Phrases
	evaluation stage and purchase decision when customer makes rank of brand and preferences (Yones & Muthaiyah, 2023). - Since purchase behavior is becoming the essential part of customer to access and evaluate the product that they want to purchase, purchase intention is	promotion makes me interested in several types of skincare products, then I will look out for the compositions and reviews from each brand.” - F “It is because the product promoted in the video is the product that I need, since I seldom to do impulsive buying for skincare.” - R	promotion appears on my For You Page, the reviews are good too. It makes me interested to buy it.” - R “Already waited for this promo, but now I'm still confused about which one to buy.” - H “Thank you Jodie Tan (skincare reviewer at TikTok) for	necessity. - Promotion announcement by creator in the video. - Review from trusted influencer. - Personal relevance of skin condition from reviewer. - Persuasive experience by creator in video. - Comment sections. - Brand familiarity in the video.

Indicator	Description	Quotation of Respondents' Interview	Netnography from comment section of skincare short video promotion in TikTok	Listing Key Phrases
	known as the complex process, related to the behavior, perceptions, and attitudes of consumers (Mirabi et al., 2015). - There are several considerable factors in the purchase intention stage, consists of product information, trust, cultural differences, perceived quality, and perceived risk	“It is because the creator announced in the video about the day the product will have a promo.“- M “It is because of the review from a beauty reviewer that I trust. “- A “It is because of the personal skin condition relevance in the video, persuasive experience	reviewing these two different brands, I’m confused to choose which one I want to buy. “ - F	

Indicator	Description	Quotation of Respondents' Interview	Netnography from comment section of skincare short video promotion in TikTok	Listing Key Phrases
	(Hajli et al., 2017).	from the creator, and positive comments on the video.” - J “Video promoted a familiar and famous brand.” - H		
Purchase Decision	- Purchase decision is the result of customer cognitive process that help consumers to identify the needs, options generated, then end with the person's	“Product promoted has a shipping fee discount.” - F “Affordable price in e-commerce campaigns, since I’m quite price sensitive.” - R	“I already checked out a facial wash product from Mineral Botanica when the 12.12 double date campaign happens.” - A “Just check	- Promo from product promoted (shipping fee discount, product discount, e-commerce campaign, or affordable price offered). - Product necessity.

Indicator	Description	Quotation of Respondents' Interview	Netnography from comment section of skincare short video promotion in TikTok	Listing Key Phrases
	choice with specific product or brand (Ntapiapis & Özkardeşler, 2020). - Dominant factors that lead to the purchase decision are the need of the product, how the sellers can offer the product attractively, and social media (Setyawan & Prativi, 2021).	“Need to buy the product, having previous purchase intention, complete with the promo for better purchase.” - M “Need to buy the unavailable product and when the product has affordable price.” - A “Product promoted has a promo, so I	out Azarine product, hopefully it suits my oily and acne skin.” - R	

Indicator	Description	Quotation of Respondents' Interview	Netnography from comment section of skincare short video promotion in TikTok	Listing Key Phrases
		directly check out.” - J “Specifically, I need the product based on skin condition.” - H		

APPENDIX D

Questionnaire Design

Nama *	
Your answer	

Nomor HP *	
Your answer	

Usia *	☐ 18-24 tahun
	☐ 25-34 tahun

Jenis Kelamin *	☐ Perempuan
	☐ Laki-laki

Pemasukan/penghasilan per bulan *	☐ Tidak berpenghasilan/tidak memiliki pemasukan
	☐ < Rp 1,000,000
	☐ Rp 1,000,000 - Rp 3,000,000
	☐ Rp 3,000,001 - 5,000,000
	☐ Rp 5,000,001-9,000,000
	☐ > Rp 9,000,000

Pekerjaan *	☐ Mahasiswa
	☐ Karyawan (ASN, karyawan swasta, dll).
	☐ Pengusaha
	☐ Tidak bekerja

Behavioral - TikTok

Sudah berapa lama Anda menggunakan TikTok? *

- ☐ Kurang dari 1 tahun
- ☐ 1-2 tahun
- ☐ Lebih dari 2 tahun

Biasanya, berapa lama Anda menggunakan TikTok dalam sehari? *

- ☐ Kurang dari 2 jam
- ☐ 2-5 jam
- ☐ 6-10 jam
- ☐ Lebih dari 10 jam

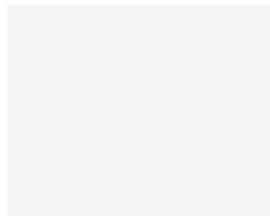
Apa tujuan Anda menggunakan aplikasi TikTok? *

- ☐ Untuk hiburan
- ☐ Untuk bisnis
- ☐ Untuk mendapatkan informasi atau pengetahuan

Jenis video promosi skincare di TikTok FYP apakah yang paling Anda sukai? *



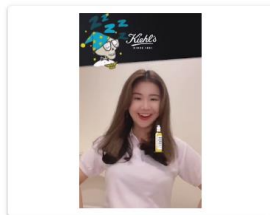
- ☐ In-Feeds Ad | Contoh video : <https://bit.ly/VideoFYP1> (Somethinc Checkmate)



- ☐ Top View (Video promosi yang muncul pertama kali saat membuka aplikasi TikTok)



- ☐ Hashtag Challenge | Contoh video : <https://bit.ly/VideoFYP2> (#NyataHasilnya #ExpressCalmingnya oleh @everpure_id)



- ☐ Branded Effect | Contoh video : <https://bit.ly/VideoFYP3> (#KiehlsCalendulaGlow)

Mengapa Anda paling menyukai tipe video FYP seperti itu? *

Your answer

Apakah Anda langsung percaya terhadap video promosi skincare di TikTok FYP? *

- ☐ Ya
- ☐ Tidak

Behavioral II - Skincare

Apakah Anda mengikuti minimal 1 (satu) akun TikTok dari brand skincare? *



☐ Ya

☐ Tidak

Produk dari brand skincare manakah yang pernah Anda beli minimal satu kali karena terpengaruh oleh konten video promosi di TikTok FYP? *

☐ Skintific

☐ The Originote

☐ Somethinc

☐ Avoskin

☐ Azarine

☐ Scarlett Whitening

☐ Bioaqua

☐ Rose All Day

☐ Berenbliss

☐ BLP Beauty

☐ PinkFlash

☐ Somebymi

☐ Pyunkang Yul

☐ ESQA

☐ Wardah Beauty

☐ Everpure

☐ Luxcrime

☐ Mad For Makeup

☐ Biollage

☐ NuFace

☐ COSRX

☐ Dear Me Beauty

☐ Y.O.U

☐ Stacey

☐ Focallure

☐ Garnier

☐ Maybelline

☐ Other: _____

Apakah Anda puas dengan produk skincare yang Anda beli karena terpengaruh oleh video promosi di TikTok For You Page? *

- ☐ Ya
- ☐ Tidak

[Bagi yang merasa puas] Mengapa Anda merasa **puas** dengan produk skincare yang Anda beli karena terpengaruh oleh video promosi di TikTok For You Page? *

Your answer

[Bagi yang merasa tidak puas] Mengapa Anda merasa **tidak puas** dengan produk skincare yang Anda beli karena terpengaruh oleh video promosi di TikTok For You Page? *

Your answer

Berapa produk skincare yang sudah Anda beli karena terpengaruh video promosi di TikTok For You Page? *

- ☐ 1 produk
- ☐ 2-4 produk
- ☐ 5-8 produk
- ☐ 9-13 produk
- ☐ Lebih dari 13 produk

Perceived Playfulness

Menonton video promosi skincare di TikTok For You Page membuat saya senang *

1 2 3 4 5 6 7

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat setuju

Menonton video promosi skincare di TikTok For You Page membuat saya penasaran dan ingin melihat atau explore lebih jauh tentang produk skincare itu sendiri *

1 2 3 4 5 6 7

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat setuju

Menonton video promosi skincare di TikTok For You Page membuat saya lebih *
membayangkan produk skincare itu sendiri

1 2 3 4 5 6 7
Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat setuju

Ketika menonton video promosi skincare di TikTok For You Page, saya *
berimajinasi tentang produk skincare tersebut

1 2 3 4 5 6 7
Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat setuju

Ketika menonton video promosi skincare di TikTok For You Page, saya tidak *
menyadari waktu cepat berlalu

1 2 3 4 5 6 7
Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat setuju

Perceived Usefulness

Saya merasa bahwa video promosi skincare di TikTok For You Page membantu *
saya untuk memenuhi wishlist (daftar kebutuhan/keinginan) produk skincare

1 2 3 4 5 6 7
Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat setuju

Saya merasa menggunakan video promosi skincare di TikTok For You Page *
sebagai rekomendasi dapat meningkatkan kualitas produk skincare yang saya gunakan

1 2 3 4 5 6 7
Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat setuju

Menonton video promosi skincare di TikTok For You Page membuat saya menjadi *
lebih cepat untuk memilih produk skincare yang akan saya beli

1 2 3 4 5 6 7
Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat setuju

Menonton video promosi skincare di TikTok FYP meningkatkan efektivitas dalam *
memilih produk skincare yang akan saya beli

1 2 3 4 5 6 7
Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat setuju

Perceived Ease of Use

Saya merasa bahwa video promosi skincare di TikTok For You Page memudahkan *
saya untuk memenuhi wishlist (daftar kebutuhan atau keinginan) produk skincare

1 2 3 4 5 6 7
Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat setuju

Sangat mudah untuk menggunakan aplikasi TikTok untuk memenuhi wishlist *
(daftar kebutuhan atau keinginan) produk skincare melalui fitur For You Page

1 2 3 4 5 6 7
Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat setuju

Memahami fitur For You Page di aplikasi TikTok tidak membutuhkan banyak *
kemampuan

1 2 3 4 5 6 7
Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat setuju

Menggunakan video promosi skincare di TikTok For You Page untuk memenuhi *
wishlist (daftar kebutuhan atau keinginan) produk skincare lebih hemat waktu
atau tidak memakan banyak waktu

1 2 3 4 5 6 7
Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat setuju

Subjective Norms

Orang yang penting bagi saya mengatakan bahwa saya harus menonton video *
promosi skincare di TikTok For You Page untuk memenuhi wishlist (daftar
kebutuhan atau keinginan) produk skincare

1 2 3 4 5 6 7
Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat setuju

Orang yang saya kenal mengatakan bahwa saya harus menonton video *
promosi skincare di TikTok For You Page untuk memenuhi wishlist (daftar
kebutuhan atau keinginan) produk skincare

1 2 3 4 5 6 7
Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat setuju

Orang yang menginspirasi saya mengatakan bahwa saya harus menonton video promosi skincare di TikTok For You Page untuk memenuhi wishlist (daftar kebutuhan atau keinginan) produk skincare *

1 2 3 4 5 6 7

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat setuju

Saya membaca informasi bahwa video promosi skincare di TikTok For You Page dapat membantu saya untuk memenuhi wishlist (daftar kebutuhan atau keinginan) produk skincare *

1 2 3 4 5 6 7

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat setuju

Perceived Risk

Saya membeli terlalu banyak produk skincare setelah menonton video promosi skincare di TikTok For You Page *

1 2 3 4 5 6 7

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat setuju

Produk skincare yang saya beli setelah menonton video promosi skincare di TikTok For You Page tidak setara antara kualitas dengan harganya *

1 2 3 4 5 6 7

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat setuju

Saya tidak merasakan kualitas yang baik dari produk skincare yang saya beli setelah menonton video promosi skincare di TikTok For You Page *

1 2 3 4 5 6 7

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat setuju

Sulit untuk menemukan informasi terkait produk skincare yang saya inginkan melalui video promosi skincare di TikTok For You Page *

1 2 3 4 5 6 7

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat setuju

Saya tidak percaya informasi yang disampaikan pada video promosi skincare di TikTok For You Page *

1 2 3 4 5 6 7

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat setuju

Saya menjadi kecanduan membeli produk skincare karena menonton video promosi skincare di TikTok For You Page *

1 2 3 4 5 6 7

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat setuju

Menurut saya, TikTok dapat menyebarluaskan data pribadi pengguna dan data preferensi produk skincare milik saya kepada brand skincare tertentu *

1234567

Sangat tidak setuju
☐
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☐
☐
Sangat setuju

Trust

Saya percaya bahwa produk skincare yang dipromosikan oleh brand melalui video promosi di TikTok For You Page memiliki kualitas yang baik *

1234567

Sangat tidak setuju
☐
☐
☐
☐
☐
☐
☐
Sangat setuju

Saya percaya bahwa produk skincare yang dipromosikan oleh brand melalui video promosi di TikTok For You Page dapat dipercaya *

1234567

Sangat tidak setuju
☐
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☐
Sangat setuju

Saya percaya skincare brand yang mempromosikan produknya melalui video promosi di TikTok For You Page dan ingin membeli produk mereka *

1234567

Sangat tidak setuju
☐
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☐
Sangat setuju

Saya percaya skincare brand yang mempromosikan produknya melalui video promosi di TikTok For You Page dan saya tertarik untuk membeli produk yang mereka tawarkan *

1234567

Sangat tidak setuju
☐
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☐
☐
Sangat setuju

Saya percaya skincare brand yang mempromosikan produknya melalui video promosi di TikTok For You Page memenuhi janji dan menjaga komitmen produknya *

1234567

Sangat tidak setuju
☐
☐
☐
☐
☐
☐
☐
Sangat setuju

Purchase Intention

Saya mempertimbangkan untuk membeli produk skincare setelah menonton video promosi skincare di TikTok For You Page *

1 2 3 4 5 6 7

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat setuju

Saya memiliki kemungkinan di masa depan untuk membeli produk skincare setelah menonton video promosi skincare di TikTok For You Page *

1 2 3 4 5 6 7

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat setuju

Apabila ada kesempatan di masa mendatang, saya akan membeli produk skincare yang dipromosikan pada video promosi skincare di TikTok For You Page *

1 2 3 4 5 6 7

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat setuju

Apabila saya mempunyai kesempatan, saya bisa memprediksi mana produk skincare yang akan saya beli setelah menonton video promosi skincare di TikTok For You Page *

1 2 3 4 5 6 7

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat setuju

Purchase Decision

Saya berpikir bahwa membeli produk skincare yang dipromosikan melalui video promosi skincare di TikTok For You Page adalah keputusan yang tepat *

1 2 3 4 5 6 7

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat setuju

Sebelum saya akhirnya memutuskan untuk membeli produk skincare setelah menonton video promosi skincare di TikTok For You Page, saya masih mencari informasi terkait produk secara aktif *

1 2 3 4 5 6 7

Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat setuju

Setelah saya mendapatkan informasi terkait produk skincare yang dipromosikan *
pada video promosi skincare di TikTok For You Page, saya masih mengevaluasi
dan mempertimbangkan dengan hati-hati sebelum akhirnya memutuskan untuk
membeli produknya

1 2 3 4 5 6 7
Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat setuju

Saya puas terhadap produk skincare yang saya beli setelah menonton video *
promosi skincare di TikTok For You Page

1 2 3 4 5 6 7
Sangat tidak setuju ☐ ☐ ☐ ☐ ☐ ☐ ☐ Sangat setuju