ANALYZING FACTORS THAT AFFECT PURCHASING DECISIONS FOR BEAUTY PRODUCTS THROUGH TIKTOK VIDEO REVIEWS

FINAL PROJECT

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Institut Teknologi Bandung

2024

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ABSTRACT

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

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

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ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI KEPUTUSAN PEMBELIAN PRODUK KECANTIKAN MELALUI ULASAN VIDEO TIKTOK

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ABSTRAKSI

Meningkatnya media sosial, terutama TikTok, telah secara signifikan mempengaruhi perilaku konsumen dalam industri produk kecantikan, khususnya di kalangan Generasi Z di Indonesia. Dengan jutaan pengguna aktif, TikTok telah menjadi platform yang kuat bagi para penggemar kecantikan dan influencer untuk berbagi ulasan produk, tips, dan rekomendasi. Tren ini telah mengubah lanskap pemasaran tradisional, di mana konsumen semakin mengandalkan konten media sosial untuk membuat keputusan pembelian yang terinformasi. Penelitian ini bertujuan untuk menganalisis faktor-faktor utama yang mempengaruhi keputusan pembelian produk kecantikan melalui ulasan video TikTok. Faktor-faktor utama yang diidentifikasi meliputi kredibilitas yang dirasakan, keaslian yang dirasakan, kualitas ulasan, dan kuantitas ulasan. Studi ini juga mengkaji hubungan antara faktor-faktor tersebut dengan niat pembelian, dan bagaimana mereka akhirnya mempengaruhi keputusan pembelian. Pendekatan kuantitatif digunakan untuk penelitian ini, dengan menerapkan teknik pengambilan sampel non-probabilitas dan judgmental. Kuesioner online didistribusikan kepada 239 responden berusia 15 hingga 24 tahun yang tinggal di Indonesia, yang ditargetkan adalah individu yang aktif terlibat dengan ulasan produk kecantikan di TikTok. Data dianalisis melalui Partial Least Squares Structural Equation Modeling (PLS-SEM). Temuan menunjukkan bahwa kredibilitas yang dirasakan, keaslian yang dirasakan, kualitas ulasan, dan kuantitas ulasan secara positif dan signifikan mempengaruhi niat pembelian. Selain itu, niat pembelian terbukti memiliki dampak langsung pada keputusan pembelian, tanpa dimoderasi oleh sikap orang lain atau faktor situasional yang tidak terduga. Penelitian ini juga mengidentifikasi tiga segmen berbasis kebutuhan konsumen, yaitu berbasis kualitas, berbasis harga, dan berbasis bahan. Setiap segmen mencerminkan prioritas dan perilaku yang berbeda dalam merespons ulasan produk kecantikan di TikTok. Temuan ini akan memberikan wawasan tentang bagaimana merek kecantikan dapat meningkatkan strategi pemasaran mereka di TikTok. Dengan berfokus pada peningkatan kredibilitas yang dirasakan, keaslian, kualitas ulasan, dan kuantitas ulasan dari video ulasan mereka di TikTok, pemasar dapat secara efektif mempengaruhi niat dan keputusan pembelian konsumen. Strategi ini dapat membantu merek kecantikan memaksimalkan penjualan dan memastikan keberlanjutan jangka panjang di pasar yang kompetitif.

Kata kunci: Keputusan Pembelian, Produk Kecantikan, Tiktok, Video Ulasan

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APPROVAL PAGE

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CHAPTER I
INTRODUCTION

1.1   Background

Indonesia, with a population of over 274 million people, creates both significant challenges and an even greater opportunity for companies and brands. Indonesia is a nation that thrives on internet engagement. Nearly 60% of its population, or over 165 million people, actively browse their social media feeds on a daily basis (Meltwater, 2024). Among Indonesians who use social media, 32% are between the ages of 18 and 24, while 30.6% fall within the 25 to 34 age range. According to potential advertising reach on leading social media platforms, three-quarters of Indonesia's social media users are under the age of 35. This large online activity contributed to the development of social media platforms in the country. The rise in internet usage has created a dynamic digital landscape, changing how Indonesians communicate, share information, and interact with the online world.

Social media use has become an important part of daily life, particularly in Indonesia, where it has grown rapidly. Approximately 70.9% of Indonesians use social media for connecting with family and friends, while 62.9% use it for leisure, indicating the platforms' entertainment value (We Are Social, 2024). Furthermore, the primary reason Indonesians utilize social media is to find information. Around 83.1% Indonesians relying on social media as their main source of information, showing the growing impact of digital platforms on the decision-making of consumers. Meanwhile, around 46% of Indonesian users utilize social media to look into products and brands. Approximately 37% of users utilize social media as a public forum to express and share their opinions with the public, contributing to the various Indonesian digital community. Major urban centers in Java, such as Jakarta, Bandung, and Surabaya, exemplify the dynamic digital landscape and consumer behavior patterns. Java, which is home to the majority of Indonesia's population, provides a larger potential user base for social media platforms. These cities, therefore, represent broader trends in social media usage and its influence on consumer decisions.

As social media in Indonesia continues to evolve, more people are using these platforms as public space to share their opinions. This has led to a significant trend in content. Product reviews are highly popular among Indonesian social media users, with 67% indicating a growing interest in

real and user-generated reviews of various products. Furthermore, content focused on skincare and makeup inspiration captures the attention of 49% and 38% of users, highlighting the diverse interests within the digital community (Databoks, 2023). This growing popularity of user-generated content, particularly product reviews, has a significant influence on customer decision-making (Maslowska et al., 2017). Online product reviews, as a major component of this trend, are valuable resources for customers looking for detailed insights from individuals who have already purchased and used a product of interest. This content type aligns with the perception that a review from an online community is the most reputable source for customers looking for information about an established product (Bae and Lee, 2011). The importance of online community reviews in shaping consumer perceptions and preferences is highlighted by their credibility, positioning them as a reliable source for individuals seeking guidance in the marketplace. TikTok, as a popular platform, can facilitate the trend of product reviews by allowing users to express their authentic ideas and experiences with a large audience in creative and engaging ways.
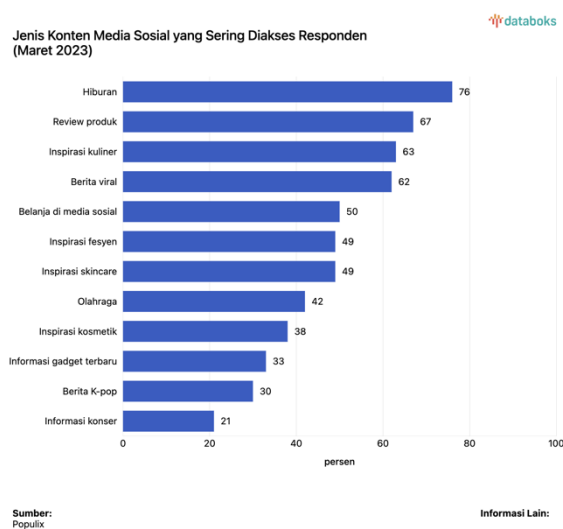
Figure 1. 1 Types of Social Media Content Frequently Accessed by Indonesian Respondents

(Source : Databoks, 2023)

Among the various social media platforms, TikTok has emerged as the most prominent and widely used in Indonesia, ranking second globally with approximately 106.52 million active users (Databoks, 2023). The short-form video-sharing app has attracted a wide range of users from different age groups because of its user-focused design that encourages creative expression through interesting and engaging content. Utilizing TikTok as a promotional tool capitalizes on its ability to convey messages in a light and uplifting way. Its short broadcast durations are

advantageous for creating an interesting and immediate effect, making it an ideal platform for product review videos (Kurniawan et al., 2023). TikTok videos are short, usually lasting between 15 seconds to a minute, which suits the current need for short and easily consumable material in the digital world. This trait is essential in an era of decreasing attention spans, as highlighted by Schiller (2023). Moreover, TikTok's unique algorithm significantly boosts the exposure of product review videos. It thrives in identifying and promoting content that connects with users, ensuring that reviews reach their target audience and capture potential consumers who may not have been actively searching for such content. TikTok's community-driven features, including hashtags, challenges, and the option to share and comment on videos, enhance the algorithmic promotion and enable the spreading of viral trends and product reviews.

Videos of beauty products are one of the trends that are now popular on TikTok. One of the industry's most vibrant and varied segments is the selling of beauty products, including those made locally by different Indonesian beauty enterprises. Compas.co.id's monitoring indicates that at the start of 2021, sales transactions in the beauty care category exceeded those in e-commerce by 46.8%. Social media sites, TikTok being one of the more well-known ones, prominently display this diversity within the beauty industry. TikTok's unique short-form video format has offered an ideal platform for creators to share genuine and authentic beauty product reviews. These reviews, known for their simplicity and visual appeal, have become popular, transforming ordinary users into influential beauty reviewers. TikTok's algorithm and reliance on user interactions provide everyone the potential to influence. Unlike other social platforms, the app's structure enables a space for peer-to-peer talks, resulting in higher trust among its users. There are numerous beauty related videos on TikTok, including beauty product review videos in which users share their experiences with various or specific beauty products. This might involve explaining how to use the product, expressing own opinions about its effectiveness, and providing insights into its overall performance. To improve the discoverability of their reviews within the TikTok community, users may include before-and-after visuals, product close-ups, and relevant hashtags. Overall, users' approaches vary, but the common goal is to provide genuine and insightful beauty product reviews in an appealing manner.
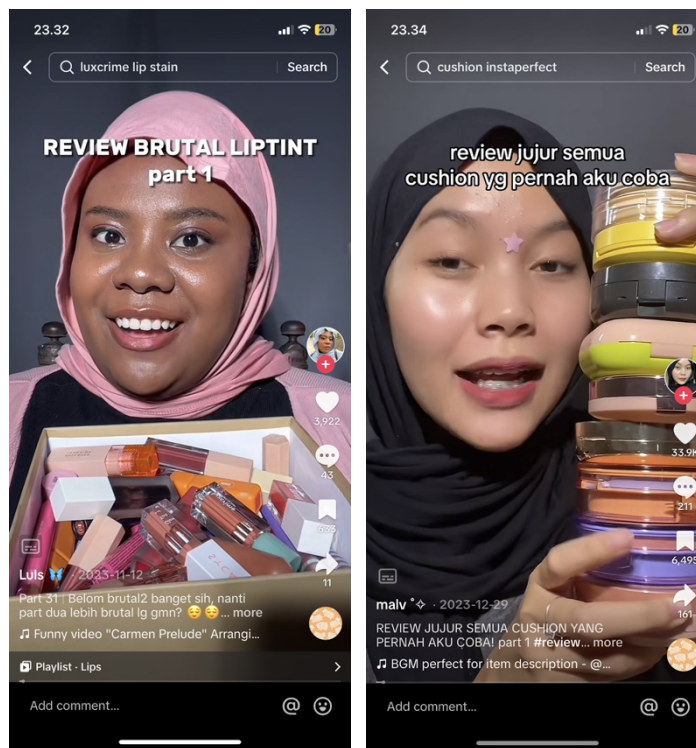
Figure 1. 2 Beauty Product Review Videos in Tiktok

(Source : Tiktok @heylulaa & @crumbliingdawn, 2024)

1.2 Problem Statement

In the evolving landscape of social media marketing, TikTok has become an essential platform for influencing consumer behavior. The increasing popularity of TikTok among different age groups is primarily influenced by its unique system for creating and sharing content, which has a significant impact on how brands interact with potential consumers. The study conducted by Zhu and Zhang (2022) highlights the significance of User-Generated Content (UGC) and community engagement in influencing consumers' intentions to make purchases on platforms such as Xiaohongshu. These variables offers an in-depth understanding of the various ways in which social media affects consumer's purchasing decisions. This sets the foundation for examining the impact of factors that influence consumers' purchase decisions through user-generated content, such as review videos.

Based on preliminary interviews with ten participants, several factors impact consumers' purchase decisions after watching beauty product review videos on TikTok were identified. The respondents were chosen if they were TikTok users and used TikTok as an online purchasing tool to ensure relevance to the research topic. The interviews were conducted in early 2024, both online and

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offline to accommodate different preferences and reach a broader audience. The questions used in the interviews were derived from existing literature and research in related fields, ensuring relevance and depth in the insights gathered. There were three interview questions aimed at understanding the uniqueness of TikTok product review videos and what makes them helpful in online purchasing. The first factor relates to the perceived expertise and credibility of the review source, with 30% of respondents indicating they trust reviews more when they believe the reviewer has genuine experience with the product and a recognized, reliable background. The second factor is the audience's perception of the authenticity or reality of the content, with 70% of respondents saying they prefer reviews that appear genuine and are not overly commercial. Authentic reviews, where the reviewer genuinely discusses both the pros and cons of the product, tend to be more influential as they impact the audience's trust and connection with the content. The third factor, highlighted by 80% of respondents, assesses the helpfulness and efficacy of the review material. This relates to the quality of the review information in terms of being logical, coherent, and convincing. The fourth factor is the quantity of reviews accessible for a specific product, with all respondents (100%) stating that the number of reviews can impact how popular and trustworthy the product seems, as well as the consumer's confidence in deciding to make a purchase. Data saturation has been achieved as the preliminary interviews have reached a point of redundancy, where additional data collected provides little or no new information, indicating that adequate data collection has been achieved.

In addition to the results from the interviews, literature studies from Khaerunnisa, D. H. (2024) emphasizes the importance of product reviews for local businesses to increase sales and benefit from customer behavior when selling beauty products. Most studies have focused on how celebrity endorsements impact beauty product purchasing decisions. It is crucial to evaluate which aspects in Tiktok beauty product review videos have the most significant impact on customer purchase decisions, considering the factors mentioned by interviewees and the possible benefits brands can gain from these reviews. Moreover, Brands need to understand the actual impact of product review videos on customer purchasing decisions to strategically improve their online marketing strategies. This involves utilizing both celebrity endorsements and user-generated material to convince and engage audiences. This study addresses a critical gap in current marketing research and provides local beauty brands with the information needed to effectively use TikTok to increase consumer engagement and sales, giving them a competitive advantage in the digital market. In this research,

the researcher investigates some factors that can affect generation Z's purchasing decisions for beauty product through Tiktok review videos.

1.3 Research Question

1. What are the consumer needs-based segments based on their responses to beauty product review videos on TikTok?

2. What are the factors in TikTok beauty product review videos that influence consumers' purchase decisions?

3. How is the relationship between the factors that influence customer purchasing decision for beauty products through tiktok review videos?

4. What are the recommendations for business owners in beauty product industry in terms of the utilization of tiktok beauty product review videos?

1.4 Research Objective

1. To identify the consumer needs-based segments based on their responses to beauty product review videos on TikTok.

2. To determine the factors in TikTok beauty product review videos that influence consumers' purchase decisions.

3. To analyze the relationship between the factors that influence customer purchasing decisions for beauty products through TikTok review videos.

4. To provide recommendations for business owners in the beauty product industry regarding the utilization of TikTok beauty product review videos.

1.5 Research Scope and Limitation

1. The study focuses on TikTok users in Indonesia from the age of 15 to 24 years old (Generation Z) who have purchased beauty product after watching TikTok beauty product review videos. This study does not examine the dynamics of repurchase behavior after purchasing beauty product. Instead, the research aims to analyze the intial decision process where the customers already have an intention to purchase but need more assurance in a form of visual information such as review content on Tiktok from other users in making a better purchase decision related to their desired product. It also examines any factors that may

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interfere with a person's purchase intention and decision, potentially resulting in the intention not converting into an actual purchase.

2. The study examines the factors in TikTok beauty product review videos that influence Generation Z's purchasing decisions and analyzes the impact of these videos on Generation Z's purchase decisions.

1.6   Writing Structure

This study is structured into five chapters to assist readers understand the research information systematically. Every chapter includes the following information :

Chapter I Introduction

This chapter addresses the problem of context and the study objectives.

This part comprises Background, Research Scope, Research Objectives, and Research Questions.

Chapter II Theoretical Foundation

This chapter gathers the theories, paradigms, and principles that form the basis of this research. The conceptual framework and results of previous investigations are also incorporated.

Chapter III Methodology

This chapter outlines the methodology used in this research. The research procedure is thoroughly explained, including the processes and approach to data analysis. The study will utilize metrics and hypotheses.

Chapter IV Data Analysis

This chapter focuses on the crucial data analysis component of the investigation. The survey results and interview findings will be presented in each chapter along with a summary of the outcomes.

Chapter V Conclusions and Recommendations

This chapter provides a comprehensive overview of the entire study, from its beginning to its end. The document will begin with an introduction, analyze the data that supports the previous theory, and offer recommendations based on the results.

CHAPTER II
THEORETICAL FOUNDATION

This chapter provides the theoretical foundation for this study. This study aims to examine the factors that impact Indonesian consumers' decision to purchase beauty products after their exposure to review videos on TikTok. To fully understand the purchasing decisions of Indonesian consumers, it is important to review the prior study conducted on this subject. This literature review will specifically examine the impact of TikTok and TikTok beauty product review videos on consumers' purchase intention and purchase decision. It will explore the different factors that influence consumers' purchase intention, along with any potential factors that may interfere with their purchasing decisions.

2.1   Tiktok Platform

TikTok, the subject of this research, is a highly popular social media platform in Indonesia, reporting a user base of 73.5% of the population. TikTok also holds the record for the most average monthly usage time, with users dedicating a total of 38 hours and 26 minutes to the platform (We Are Social, 2024). TikTok is a unique platform for sharing videos. The majority of videos have a duration of less than 60 seconds, and video creators can easily choose background music from a selection of music available, enhancing the entertainment value of the videos. A key feature of Tiktok is its "For You" feature, a continuous feed of videos tailored to viewers' preferences, determined by their previous viewing history. This personalized content stream allows users to discover and enjoy content that aligns with their specific interests. Moreover, beyond serving as a source of entertainment, TikTok also serves as a platform for obtaining and exchanging information, as well as facilitating social interaction, according to a study conducted by Yang & Ha (2021).

2.2   Tiktok Beauty Product Review Videos

Today's consumers actively avoid overly commercialized content and instead seek out opportunities for engagement and interaction. This shift has elevated the importance of consumer-centric content, as noted by Choi & Cheong (2017), cited in Her & Chun (2021). TikTok beauty product review videos are a digital content where users share their experiences, opinions, and recommendations about various beauty products. This activity involves producing short videos

that may include various forms, such as 'try-on' sessions, 'before and after' transformations, comparative reviews against other products, and tutorials demonstrating the application or effectiveness of beauty products. Online reviews offer valuable information that can attract more customers, as they come from individuals who have purchased the product, according to Palilingan et al., (2021).

2.3 Perceived Credibility

Perceived credibility, as described by Jacoby & Kaplan (1972), refers to the extent to which users see sources as reliable or trustworthy. This perception of credibility influences the pleasant results experienced by users when utilizing an application service (in this case Tiktok review videos). McGuire's source credibility model (1985) identifies several factors that influence the credibility of a message, including familiarity, likability, similarity, and attractiveness. Moreover, research by Lopez & Sicillia (2014) noted that information obtained from experts is more credible and has a greater influence on the perception of receivers. These findings underscore the critical role of credibility in shaping user perceptions and behaviors.

Based on a study conducted by Arora & Mail (2018) Currently, the majority of consumers utilize the internet to seek out products and gather information about them, regardless of whether they make an immediate online purchase or choose to buy offline afterwards. Customers tend to place more trust in the opinions of other customers rather than professionals during the exploration phase. Therefore, consumers are seeking extremely credible information to help them in making purchasing intention. Bataineh's (2015) further emphasizes the importance of source credibility in information reception, suggesting that consumers prioritize credibility when receiving information. Based on the explanation above, the researcher proposes a hypothesis:

H1. Perceived credibility on Tiktok beauty product review videos has a significant effect on purchase intention

2.4 Perceived Authenticity

According to the constructive approach proposed by Wang (1999), authenticity is related to one's beliefs, perspectives, and expectations. He defined objective authenticity, constructive authenticity, and existential authenticity as the three different types of authenticity. According to Fine (2003), authenticity is the experience of sincerity, innocence, originality, and genuineness

regarding how individuals perceive and understand object. This subjective evaluation by consumers of an object's sincerity is often associated with actions that reflect one's true desires rather than conforming to external expectations. (Kapitan et al., 2022; Kernis, 2003; Kernis & Goldman, 2006; Wood et al., 2008). Kreling et al., (2021) noted that common consumers' perception of authenticity is positively impacted by ephemeral tools like Instagram stories.

However, studies by Becker et al. (2018) suggest that the impact of authenticity can vary based on its alignment with brand characteristics and product attributes, affecting sales results differently. While Becker et al. focused on television advertising, Le et al. (2021) emphasized the significance of authenticity in customer reviews, highlighting its multifaceted nature. Kovács et al. (2014) further expanded the scope of authenticity, emphasizing its impact on various aspects of daily life, including products, architecture, and food. Moreover, Chen et al. (2022) emphasized the importance of authenticity in online reviews, particularly in mitigating the influence of deceptive practices such as those observed in the Chinese e-commerce industry, where fake reviews are prevalent. An increasing number of sellers are utilizing a network referred to as the "water army," which consists of individuals who provide compliments to the shop and post several fake comments with the intention of enhancing the reputation and ratings of their online stores. Evidence indicates the authenticity of online reviews positively influence consumers' intentions to follow the recommendations. In contrast, when consumers regard exaggerated online reviews as deceptive/fake, then the reverse impact occurs: deception decreases purchase intentions (Karabas et al., 2020). Basically, if consumers look at positive reviews and the reviews appear believable, it increases behavioral intentions toward purchasing (Román et al., 2023). Those prior knowledge of perceived authenticity encouraged the researcher in exploring its role in product review videos on TikTok. Therefore, the statements above strengthen the hypothesis.

H2. Perceived authenticity on Tiktok beauty product review videos has a significant effect on attitude

2.5 Review Quality

In the field of persuasive communication, the quality of review arguments plays a crucial role in assessing the content and structure of the message. Park, et al., (2007) claimed that a high-quality review is a review that contains objectivity and logical reasons, provides understandable, sufficient and relevant information about related product and service. Petty and Cacioppo (1986) further

classify the quality of arguments into strong and weak messages, depending on the recipient's preferences. A strong message suggests that the recipient's thoughts are likely to be influenced by their preferences, while a weak message suggests a negative thought compared to the thoughts existing before the message is received.

According to Lin et al., (2013), online reviews that are clear, rational, and persuasive, accompanied by reliable factual explanations, significantly influence purchase decisions. Additionally, Petty and Cacioppo (1984) highlight that reviews presenting clear and informative explanations are more trustworthy than those relying on emotional content. Reviews containing valid and rational arguments tend to be more persuasive than those expressing subjective opinions. Moreover, concise and clear information facilitates consumers in evaluating products, thereby influencing their purchasing intention (Bataineh, 2015). Based on these findings, this research proposes:

H3. Review quality on Tiktok beauty product review videos has a significant effect on purchase intention

2.6   Review Quantity

Review quantity, according to Bataineh (2015), is the number of customer reviews that a product receives before determining whether or not it is popular and of good quality. Lee et al.'s (2008) study provides evidence that the quantity of information customers receive has an impact on their purchasing decisions. The number of reviews and information on online platforms contributes to their increased visibility (Cheung & Thadani, 2012). Reviews are often considered reliable when a big number of buyers have purchased the product, indicating its popularity (Park et al., 2007).

The quantity of information obtained by the consumer is one of the factors that influences their decision to purchase a product or service. Consumers generally depend on the quantity of reviews or suggestions from others before making purchases, with the aim of minimizing risk and uncertainty in their buying decisions (Hsu et al, 2013). Consumers often rationalize their decisions by reasoning that "many other people have also bought the product". By fostering a sense of familiarity among consumers, they are more likely to feel secure and confident in their decision about purchasing a certain product. Furthermore, there seems to be a correlation between the quantity of reviews and their legitimizing role, as an abundance of reviews increases the credibility of products. Pan (2023) states that review quantity has a major impact on building trust between

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online sellers and potential customers, which in turn will influence consumers' purchase intention. Hence, the researcher examines the quantity of reviews as an indicator, proposing the following hypothesis:

H4. Review quantity on Tiktok beauty product review videos has a significant effect on purchase intention

2.7 Purchase Intention

Purchase intention, a critical aspect of the consumer decision-making process, reflects the likelihood of a consumer acquiring a particular product based on their evaluation of product information. It signifies an individual's behavioral response shaped by their attitude towards the product, influenced by both internal evaluations and external factors (Fazli & Nor, 2009; Lin & Lu, 2010). However, it is important to note that purchase intention does not guarantee an actual purchase, as consumer decisions are subject to various influences beyond mere intention (Spears & Singh, 2004).

In essence, purchase intention serves as an indicator for customers' actual purchasing behavior by influencing their decisions on purchasing products or services (Kotler & Keller, 2016). It measures the tendency of customers to choose a particular product or service, indicating a probability of purchase even in the unlikely situation that the purchase is not completed. Purchase intention, thus, not only indicates consumer interest but also highlights the product's attractiveness to potential consumers, regardless of whether the purchase is actually made. Two general and external factors were mentioned by Kotler and Keller (2016) as potential means of interfering with a person's purchase intention and decision, which could lead to a purchase intention not necessarily turning into an actual purchase. According to Kotler and Keller (2016), the first factor is attitude of others, and the second is unanticipated situational factors.

H5. Purchase intention on Tiktok beauty product review videos has a significant effect on purchase decision

2.8 Attitude of Others

Attitude of others is considered as the extent to which the attitudes of others affect and reduce our intentions (Kotler & Keller, 2016). Wang and Yu (2017) also stated that social opinion about a given product/service, as the form of word-of-mouth, may significantly affect to either motivate

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or prevent a consumer's purchasing decision. Word-of-mouth (WOM) itself is recognized as a credible information from other people's opinion on companies, products, services, or organizations, which has been found to affect customers' buying decision (Li & Jaharuddin, 2021). The relationship between purchase intention and purchase decision was moderated by word-of-mouth. The degree to which another person feels negatively about our preferred alternatives can be used as a measure of how strong the influence of other people's attitudes is, as well as the motivation to follow another person's wishes.

H6. Attitude of others on Tiktok beauty product review videos moderates the relationship between purchase intentions and purchase decision

2.9 Unanticipated Situational Factors

Preferences and purchasing intentions do not provide totally reliable indicators of purchase behavior. Unanticipated situational factors relate to the consumer's choice to change, delay, or avoid from making a purchasing decision, which is greatly influenced by the existence of perceived risk (Kotler & Keller, 2016). The various categories of perceived risk mentioned by Kotler include:

1. Functional risk : possibility that the product fails to meet the expected performance standards.

2. Physical risk : the product presents a danger to the physical welfare or health of the user or others.

3. Financial risk : the product does not provide sufficient value in relation to its cost.

4. Social risk : the product leads to public humiliation or shame.

5. Psychological risk : the product has an impact on the user's mental well-being.

6. Time risk : the potential loss of time and opportunity when a product fails, requiring the search for an alternative satisfactory offering.

Individuals frequently create their preferences and probabilities of uncertain outcomes based on their own assessment of potential risks, which have been shown to be influential factors in both human intentions and behavior (He, et al., 2022). The presence of perceived risk might greatly affect customer purchasing intentions when analyzing their purchasing behavior (Ariffin, et al., 2018).

H7. Unanticipated situational factor on Tiktok beauty product review videos moderates the relationship between purchase intentions and purchase decision

2.10 Purchase Decision

Purchase decisions are the result of a series of decisions made by a consumer prior to completing a purchase, beginning with the consumer's willingness to satisfy a need, according to Hanaysha (2018). A decision should be made by the customer on the place of the purchase, the preferred brand and model, the quantity to be purchased, the time to make the purchase, the total amount to be spent, and the payment method. According to Kotler and Armstrong (2016), understanding purchasing decisions refers to the stage in the decision process where customers actually purchase products. Kotler and Keller (2016) propose that consumer purchase decisions are influenced by their purchasing behavior.

In the current digital landscape, consumers have the ability to access a wide range of sources, numbering in the hundreds of millions. These sources provide them with an opportunity to gather and assess information on multiple stores that sell identical products. Consumers have limited time to thoroughly examine and review information on a product, and if it fails to capture their attention, they will quickly dismiss it and provide no more consideration if it lacks attractiveness. In order to meet the specific demands of digital customers, it is essential to modify the marketing plan to ensure its efficacy. Furthermore, the ability to influence customers must also be flexible and relevant in relation to the consumer's decision-making process when it comes to purchases, as stated by Mehlman (2023). Customer reviews have become as a significant information source for online shoppers, having significant influence on their purchasing decisions (Kostyra et al., 2016).

2.11 Conceptual Framework

Based on the purchase decision framework by Kotler & Keller (2016) consist of evaluation of alternatives, purchase intention, attitude of others, unanticipated situational factors, and purchase decision, the researcher made modifications by doing exploratory research and introducing an additional variable including perceived credibility, perceived authenticity, review quality, and review quantity for the independent variable. The researcher's interest lies in analyzing the influence of factors in product review videos on customers' purchase decisions in the beauty product industry. This interest arises from the finding that previous studies have mostly focused on the role or impact of product reviews on customers' purchase intentions. Furthermore, in relation to this study, the researcher aims to examine the first decision-making process in which customers have an intention to make a purchase but require further reassurance in order to make a

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more informed decision regarding their preferred products. With the rise of online shopping, customers now have easy access to information. They use a comprehensive process to evaluate products, considering attributes, specifications, and information from various sources such as images, videos, blogs, and reviews. This helps them make a final purchase decision based on their criteria and needs. TikTok product review videos have the potential to influence consumers' attitudes towards a product and their ability to form opinions, which can ultimately impact their probability of making purchase decisions.
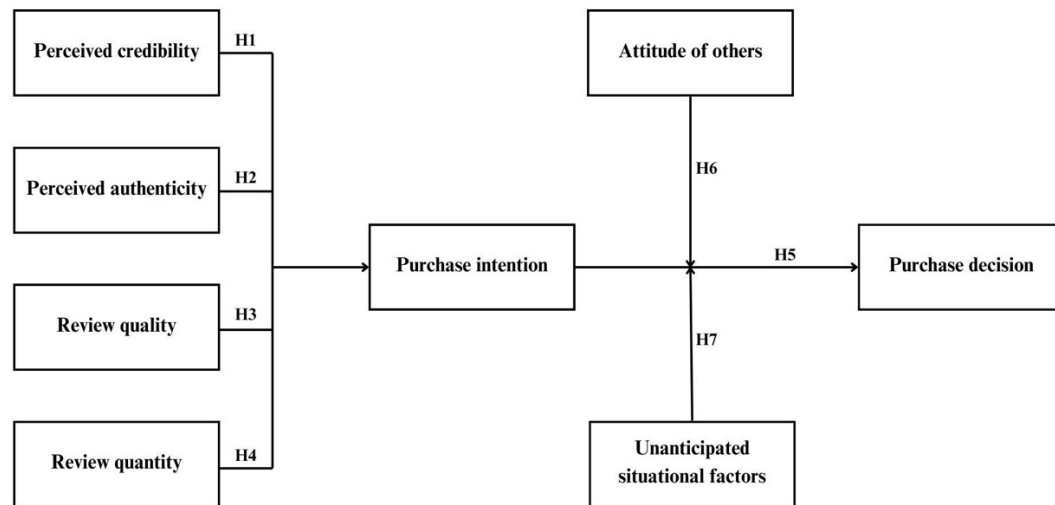

Figure 2. 1 Conceptual Framework

H1. Perceived credibility on Tiktok beauty product review videos has a significant effect on purchase intention

H2. Perceived authenticity on Tiktok beauty product review videos has a significant effect on purchase intention

H3. Review quality on Tiktok beauty product review videos has a significant effect on purchase intention

H4. Review quantity on Tiktok beauty product review videos has a significant effect on purchase intention

H5. Purchase intention on Tiktok beauty product review videos has a significant effect on purchase decision

H6. Attitude of others on Tiktok beauty product review videos moderates the relationship between purchase intentions and purchase decision

H7. Unanticipated situational factor on Tiktok beauty product review videos moderates the relationship between purchase intentions and purchase decision

CHAPTER III
METHODOLOGY

3.1   Research Design

In this section, the researcher will explain the research process conducted for this research shown by figure below:

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┌─────────────────────────┐
│  Preliminary Interview  │
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            │
            ▼
┌─────────────────────────┐
│  Problem Identification │
└─────────────────────────┘
            │
            ▼
┌─────────────────────────┐
│   Literature Review &   │
│       Hypothesis        │
└─────────────────────────┘
            │
            ▼
┌─────────────────────────┐
│     Data Collection     │
│     (Questionnaire)     │
└─────────────────────────┘
            │
            ▼
┌─────────────────────────┐
│     Data Analysis &     │
│        Findings         │
└─────────────────────────┘
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┌─────────────────────────┐
│      Conclusion &       │
│     Recommendation      │
└─────────────────────────┘
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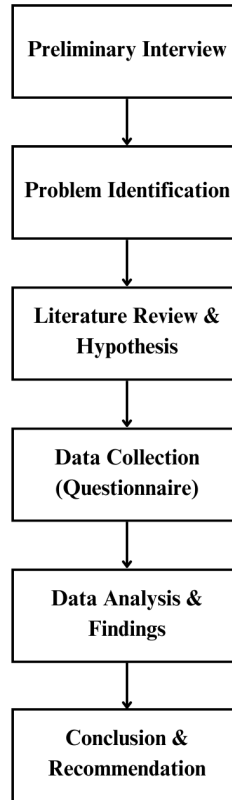
Figure 3. 1 Research Flowchart

The researcher systematically conducted the research, following a six-step design. The first step involved identifying the problem, which was guided by a preliminary interview. This was followed by literature review and the formulation of a hypothesis. Afterwards, the researcher will gather the data through an online questionnaire, and the acquired data will be analyzed using Structural Equation Modeling (SEM) Analysis, specifically Partial Least Squares (PLS) SEM. In the end, the researcher will present a conclusion and recommendation based on the findings.

3.2   Data Collection

This study will use an online questionnaire as a tool for descriptive research. The utilization of online questionnaires relies on limited time and resources. The questionnaire was developed using

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a theoretical framework. Due to the widespread distribution of respondents in Indonesia, the questionnaire will be distributed using Google Form.

The questionnaire will be conducted in Bahasa, with the intention of facilitating the respondents' comprehension and enabling them to accurately answer all the questions based on their most relevant experiences, without any confusion. In the end, it will be possible to achieve the collection of data that is more accurate. The variables for each question were assessed using a 5-point Likert scale, ranging from 1 ("strongly disagree") to 5 ("strongly agree").

3.2.1 Population

According to Sugiyono (2007), population refers to a specific group of objects or individuals that have specific features and characteristics defined by researchers for the purpose of study, discussion, and drawing conclusions. Therefore, the population targeted for this study includes Generation Z individuals located in various major and medium-sized cities in Indonesia, including Bandung, Jakarta, Semarang, Surabaya, and others. The demographic of those utilising TikTok as their social media platform to help online purchasing, particularly for beauty products, consists of individuals aged 15 to 24 years old. The choice of these locations is driven by the representation of Indonesian customers and practical considerations, as they have a large population that actively seeks out beauty product reviews prior to making a purchase. Thus, these cities represent the online market in Indonesia.

3.2.2 Sampling Techniques

The study will use a non-probability sampling method. Specifically, the sample approach to be used is judgmental sampling. Judgmental sampling is a method in which specific conditions, individuals, or events are intentionally chosen to uncover crucial information that cannot be obtained through any other method, as stated by Taherdoost (2016). The targeted respondents are individuals in Indonesia who belong to Generation Z and have made beauty product purchases after watching beauty product review videos on TikTok.

3.2.3 Sample Size

According to Malhotra (2020), a minimum of 200 samples is required for marketing research. The study sample consists of a minimum of 200 Indonesian TikTok users who have

purchased beauty products in the past year as a direct result of viewing TikTok beauty product review videos. The researcher requires the following conditions from the respondents to determine the factors in TikTok beauty product review videos and their impact on the purchasing decisions of Generation Z.

3.2.4 Operational variables

3.2.4.1 Exogeneous Variable

The independent latent variables, also known as exogenous variables, are factors that have impact on other variables in the model (Hussein, 2015). An exogenous variable is a variable that is evaluated by the researcher in order to assess the relationship of a phenomenon. The exogenous variables examined in this study include Perceived Credibility, Perceived Authenticity, Review Quality, and Review Quantity.

3.2.4.2 Endogenous Variable

Endogenous variables, also known as dependent variables, are the predicted variables that may be measured and determined by other factors used in the model. Referred to as "the impact", this variable has the ability to predict other variables, but its causal connection is restricted to endogenous variables only. The endogenous variables in this study refer to the Purchase decision.

Mediating variables explain how or why certain effects occur by mediating the relationship between independent variables and the dependent variable. The mediating variable in this study is purchase intention. Moderating variables influence the strength or direction of the relationship between independent and dependent variables. The moderating variables in this study are the attitude of others and unanticipated situational factors.

The following tables display the operational variables based on the explanation provided in this research:

Table 3. 1 Questionnaire Design

Construct	Measures	Label	Author
Perceived Credibility	I believe that people who make review videos about beauty product on Tiktok is trustworthy	PC1	Filieri (2015)
	I believe that people who make review videos about beauty product on Tiktok is reliable	PC2	
	I believe that people who make review videos about beauty product on Tiktok is credible	PC3	
	I believe that people who make review videos have experience with the beauty products discussed	PC4	
Perceived Authenticity	Beauty product review videos on Tiktok provide me with authentic information	PA1	Kim & Kim (2019)
	Beauty product review videos on Tiktok provide me with natural information	PA2	
	Beauty product review videos on Tiktok provide me with genuine information	PA3	
	Beauty product review videos on Tiktok provide me with true information	PA4	
Review Quality	Beauty product review videos on Tiktok are clear	RQL1	Lin et al. (2013)
	Beauty product review videos on Tiktok are understandable	RQL2	

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	Beauty product review videos on Tiktok are helpful	RQL3	
	The reviewers gave detail information about particular beauty product on Tiktok review videos	RQL4	Filieri (2015)
	The information about beauty product on Tiktok review videos is relevant with my search	RQL5	
Review Quantity	The information quantity of beauty product review videos on Tiktok is large	RQT1	Park and Lee (2007)
	Large number of review videos on Tiktok indicates that the beauty product is popular	RQT2	Bataineh (2015)
	Large number of review videos on Tiktok indicates that the beauty product has good quality	RQT3	
	The information quantity about beauty product on Tiktok is sufficient to satisfy my needs of searching the information	RQT4	Filieri (2015)
Purchase Intention	After watching beauty product review videos on Tiktok, it makes me desire to buy the product	PI1	Arora and Sharma (2018)
	I will consider buying the product after I watch beauty product review videos on Tiktok	PI2	
	I intend to try the product discussed in the beauty product review videos on Tiktok	PI3	

	In the future, I intend to buy the product discussed in the beauty product review videos on Tiktok	PI4	
Attitude of Others - Word of Mouth	I often watch other consumers' beauty product review videos on Tiktok to know what products/ brands make good impressions on others	AOO1	Bambauer-Sachse and Mangold (2011)
	To make sure I buy the right product/ brand, I often watch other consumers' beauty product review videos on Tiktok	AOO2	
	I often consult other consumers' beauty product review videos on Tiktok to help me choose the right product/brand	AOO3	
	When I buy a product / brand, others' beauty product review videos on Tiktok make me confident in purchasing the product / brand.	AOO4	Prasad and Totala (2017)
Unanticipated Situational Factors - Perceived Risk	I am worried that watching beauty product review videos on Tiktok make me overspend	USF1	Ariffin et al. (2018)
	I am worried that the beauty product may not be worth the money I spent	USF2	
	I might not receive the exact quality of a product that I purchased	USF3	
	I might get addicted to	USF4	

	buying beauty product after watching review videos on Tiktok		
Purchase Decision	Beauty product review videos on Tiktok made it easier for me to make a purchase decision	PD1	Cheung et al. (2009)
	Beauty product review videos on Tiktok enhanced my effectiveness in making a purchase decision	PD2	
	Beauty product review videos on Tiktok motivated me to make a purchase action	PD3	

There are 32 indicators in total that being used in this research. The measurement of the indicators used a 5 point-Likert scale which benchmarking from prior studies started from strongly disagree (1) to strongly agree (5) respectively. The scale number of 3 reflects the neutral state of respondent's preference towards the statement. The higher the generated numbers by respondents, the higher the variable is perceived.

3.3   Questionnaire Design

In this section, the researcher explained the questionnaire design based on the operalization of the variables explained in the previous section. The questionnaire is divided into three parts, which are delivered in Bahasa to make it more understandable and to avoid ambiguity in answering the questions. The first part is the demographic question. The respondents to fill in their demographic profile such as age, gender profile, income per month, and location. The second part consists of general information about beauty product review videos on Tiktok along with some examples in the form of pictures to give the respondents a clearer idea of beauty product review videos in this research and some behavioral question. The third part consists of the indicators of each variable that the respondents have to answer based on their own experience.

3.4 Data Analysis Technique

3.4.1 Pilot Test

A face validity pilot test was conducted with 10 respondents as a subjective assessment of the questionnaire. Face validity is a subjective judgment about whether the questions in a survey seem to make sense and are relevant to the topic at hand. This assessment was done with potential respondents from the subject area. Face validity is often used in surveys and questionnaires to ensure that respondents understand the questions and their context.

3.4.2 Descriptive Statistics

Descriptive statistics, which involve numerical or graphical methods, help to group and characterize the factors of a particular sample (Fisher and Marshall, 2009). Data coding and processing were done using Microsoft Excel, with results presented as frequency distributions.

3.4.3 Partial Least Square (PLS-SEM Analysis)

The researcher uses SEM analysis to analyze and process the data that has been collected. SEM analysis, also known as structural equation modeling, is a statistical technique that use a multivariate analysis approach to identify causal links among multiple variables (Davick, 2014). The PLS-SEM method was selected for this research as its primary objective is to maximize the explained variance of dependent latent constructs. Additionally, it evaluates the correctness of the data based on criteria from the measurement model. Partial Least Squares Structural Equation Modeling (PLS-SEM) provides answers for situations when models consist of numerous structures and a large number of items, even with small sample sizes (Hair, 2019). The PLS technique was chosen for its adaptability in examining the exploratory model of the research.

3.4.3.1 Reliability Test

Reliability test refers to the degree of consistency in the observations and the stability of the instrument variables (Sekaran & Bougie, 2016). Reliability testing is essential as it ensures that the research instrument consistently produces accurate measurement findings and minimizes any potential bias or errors (Sekaran & Bougie, 2016). The

indicator reliability and internal consistency reliability indicator's loading should be greater than 0.4, given that this study is exploratory research.

3.4.3.2   Validity Test

The validity test is used to confirm the truth and determine the level of compatibility of the conceptualizations of a concept or idea (Neuman, 2014).

The validity test assesses the appropriateness of the study concept in relation to the actual conditions in the real world (Neuman, 2014). For the convergent to be considered valid, the Average Variance Extracted (AVE) should be equal to or greater than 0.5, as stated by Malhotra (2020). The square root of each latent variable's AVE needs to be greater than the correlation between latent variables in order for the discriminant validity test to be successful (Kwong and Wong, 2013).

3.4.3.3   Collinearity Test

A collinearity test is conducted to evaluate whether any variables may be eliminated, combined, or whether a higher-order latent variable can be generated. The Variance Inflation Factor (VIF) is a tool to assess collinearity. In order to avoid collinearity, it is recommended to select a grade that is five or lower (Kwong and Wong, 2013)

3.4.3.4   Structural Path Significance in Bootstrapping (T-Test)

A two-tailed test was performed to evaluate the significance of relationships between the defined variables in both the inner and outer models of this research, using the bootstrapping procedure. In this research, the critical value is set at 1.96, which indicates a significance level of 5%. If the t-statistics values above the critical value and the p-value is below 0.05, then the relationship is considered significant and the hypothesis is accepted.

3.4.3.5   R-Squared (R²)

The coefficient R^2, which ranges from 0 to 1, is used to evaluate the predictive power of the model. Wong (2013), established that a value of 0.75 is considered strong, a value of 0.50 is considered moderate, and a value of 0.25 is considered weak.

3.4.3.6   Predictive Relevance (Q²)

Q² test was conducted using blindfolding procedures to evaluate the model's predictive relevance. In the SEM technique, the Q² values must be greater than zero (0) in order for the model to be considered relevant in predicting the endogenous variables.

3.4.3.7   Effect Size (f²)

The F square effect size measures the impact of each exogenous variable construct on the endogenous variable construct. The purpose is to assess the strength of the association between constructs in the model (Wong, 2019). A variable is considered to have a strong effect when its value is 0.35, a moderate impact when the value is 0.15, and a weak impact when the effect size is less than 0.02.

3.4.3.8   Total Indirect Effect and Total Effect, and Mediation Result

This study will assess the total indirect effect and total effect using the bootstrapping technique. The total indirect effect measures the influence of independent factors on dependent variables through a mediating variable, while the total effect measures both the direct and indirect impact on a variable.

CHAPTER IV
DATA ANALYSIS

This chapter will present the findings of the data analysis, which aim to address the study question and hypothesis formulated in the earlier chapter. The data analysis will involve examining the demographic and behavioral data and analyzing the results obtained from the SmartPLS application. This will be followed by a discussion of the findings and their correlation with the hypotheses.

4.1 Pilot Test Result

At the beginning of this research, a pilot test was conducted to ensure that the language used in the questionnaire was consistent with the intended meaning of the questions as referenced in the source journal, and to verify that respondents could comprehend each question. Ten respondents participated in the pilot test. They were asked to read each question, identify any that were unclear, suggest improvements if they found any sentences inappropriate, and complete the questionnaires. This approach helped to ensure that the questions accurately reflected the intent derived from the reference journal.

4.2 Respondent Demographic Profile

4.2.1 Age
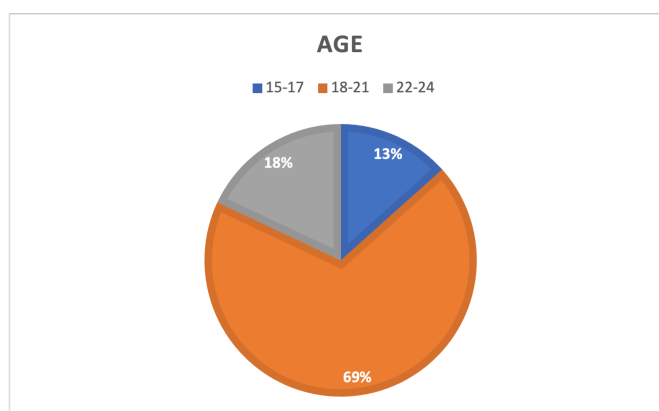
Figure 4. 1 Age

The age profile of the 239 respondents is illustrated in the pie chart, showing a diverse distribution across three age groups. The largest group consists of respondents aged 18-21, making up 69% (164 respondents) of the total sample. This is followed by the 22-24 age

group, which accounts for 18% (43 respondents), and finally, the 15-17 age group, representing 13% (32 respondents). This distribution highlights that the majority of the respondents are in the 18-21 age range, providing a significant focus on this demographic in the study.

4.2.2 Gender
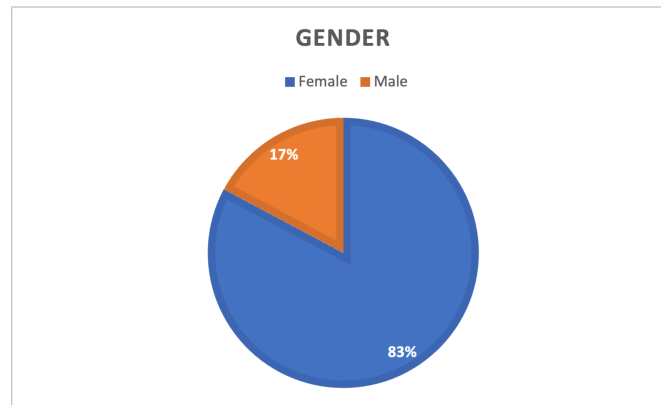
Figure 4. 2 Gender

Out of the 239 respondents, the gender profile shows that the majority are female, taking up 83% (198 respondents) of the overall sample. On the other hand, the proportion of male respondents is only 17%, with a total of 41 respondents.

4.2.3 Occupation
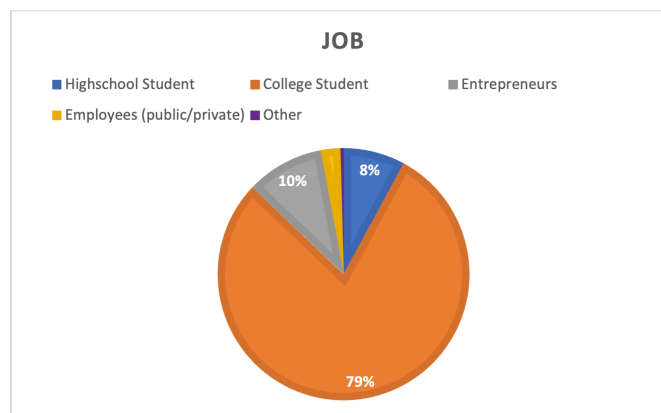
Figure 4. 3 Occupation

The occupational profile of the 239 respondents indicates a significant majority of college students, making up 79% (189 respondents) of the sample. Among the respondents, 8%, equivalent to 19 individuals, are high school students, while 10%, or 24 respondents, are entrepreneurs. The lowest group of respondents, at 3% (6 respondents), consists of

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employees in either public or private sectors. Additionally, less than 1% (1 respondent) falls under the 'Other' category.

4.2.4 Income per Month
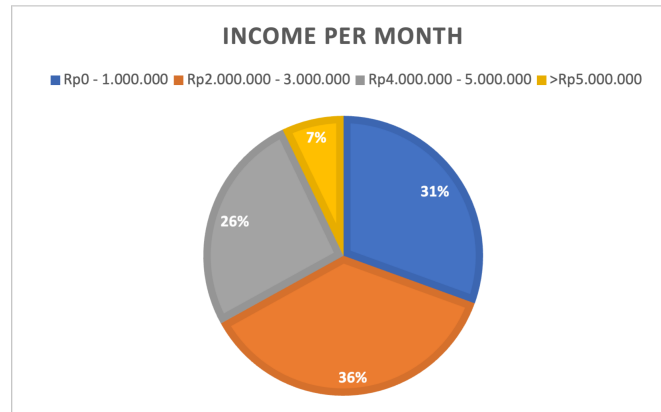
Figure 4. 4 Income per Month

The income profile of the 239 respondents, shows a diverse distribution across different income ranges. The largest group of respondents, which is 36% (87 respondents), have an income ranging from Rp2,000,000 to Rp3,000,000. This is followed by 31% (73 respondents) who earn between Rp0 - Rp1,000,000 per month. Additionally, 26% (62 respondents) have a monthly income of Rp4,000,000 - Rp5,000,000, while the smallest group, making up 7% (18 respondents), earns over Rp5,000,000 per month. This distribution indicates that the majority of respondents are in the lower to middle-income categories.

4.2.5 Domicile
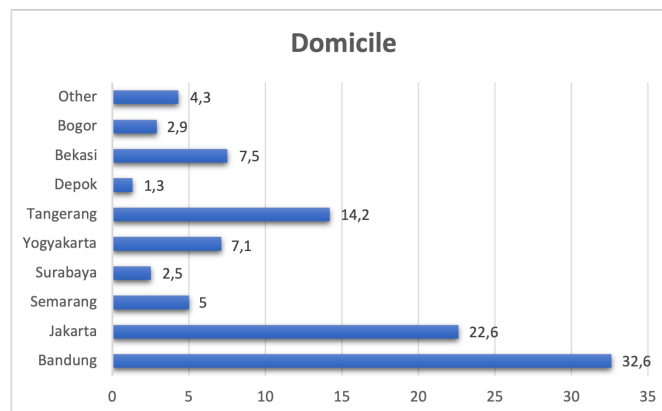
Figure 4. 5 Domicile

The domicile profile of the 239 respondents, shows that the majority of respondents are from Bandung, with 32.6% (78 respondents) of the total sample. This is followed by Jakarta with

22.6% (54 respondents) and Tangerang with 14.2% (34 respondents). Other notable cities include Bekasi (7.5%, 18 respondents), Yogyakarta (7.1%, 17 respondents), and Semarang (5%, 12 respondents). Smaller proportions are from Bogor (2.9%, 7 respondents), Surabaya (2.5%, 6 respondents), and Depok (1.3%, 3 respondents). The remaining respondents, accounting for 4.3% (10 respondents), are from various other locations. This distribution highlights a significant concentration of respondents from major urban centers.

4.3 Respondent Behavioral Profile

4.3.1 Basis of Their Knowledge About Beauty Product Reviews on Tiktok
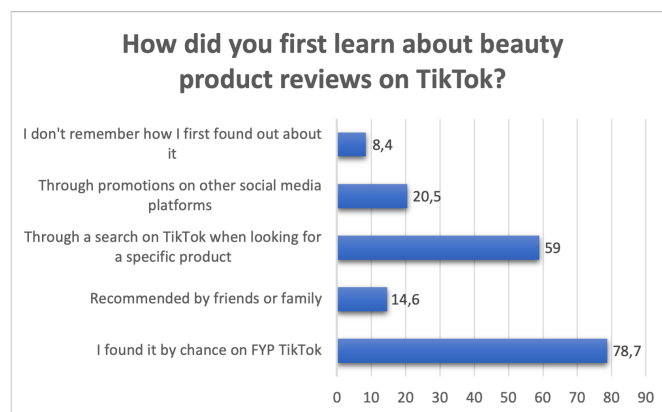
Figure 4. 6 Basis of Their Knowledge About Beauty Product Reviews on Tiktok

The profile of respondents' basis of knowledge about beauty product reviews on TikTok, indicates multiple channels through which they encountered these reviews. The majority of respondents, 78.7% (188 respondents), discovered beauty product reviews by chance on TikTok's For You Page (FYP). Additionally, 59% (141 respondents) found these reviews through a search on TikTok when looking for specific products. Recommendations from friends or family influenced 14.6% (35 respondents), while 20.5% (49 respondents) learned about them through promotions on other social media platforms. A smaller segment, 8.4% (20 respondents), did not remember how they first found out about these reviews. This distribution shows that TikTok's algorithmic FYP and direct searches are the most significant sources of discovery for beauty product reviews among the respondents.

4.3.2   Attitude Toward Beauty Product Review Videos on Tiktok
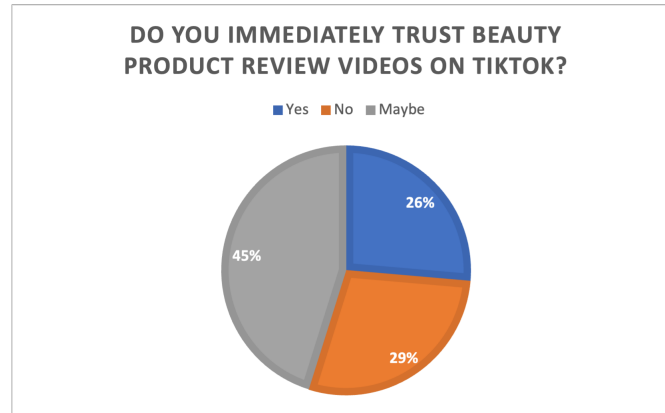
Figure 4. 7 Attitude Toward Beauty Product Review Videos on Tiktok

The attitude of the 239 respondents towards the immediate trustworthiness of beauty product review videos on TikTok is varied, A substantial portion, 45% (108 respondents), indicated that they might trust these reviews, showing a level of cautious openness. Meanwhile, 29% (68 respondents) expressed that they do not immediately trust the reviews, reflecting skepticism. On the other hand, 26% (63 respondents) stated that they do immediately trust the beauty product reviews on TikTok. The distribution of responses reveals a wide variety of trust levels among the participants, with a considerable portion taking a cautious approach of observing before reaching a final decision.

4.3.3   The Main Reason for Using Tiktok
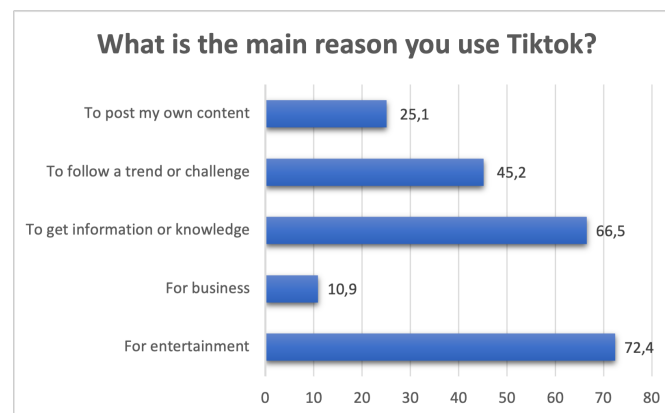
Figure 4. 8 The Main Reason For Using Tiktok

The main reasons for using TikTok among the 239 respondents, highlight several key motivations. The primary motive, chosen by 72.4% (173 respondents), is for entertainment. Following closely behind is the desire to gain information or knowledge, with 66.5% (159

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respondents). Following a trend or challenge is another significant factor, chosen by 45.2% (108 respondents). In addition, 25.1% of the respondents (60 respondents) use TikTok to post their own content, while 10.9% (26 respondents) use the platform for business-related purposes. The data shows that the primary motivations for utilizing TikTok among the respondents are entertainment and information gathering.

4.3.4 The Type of Beauty Products Purchased After Watching Beauty Product Reviews on Tiktok
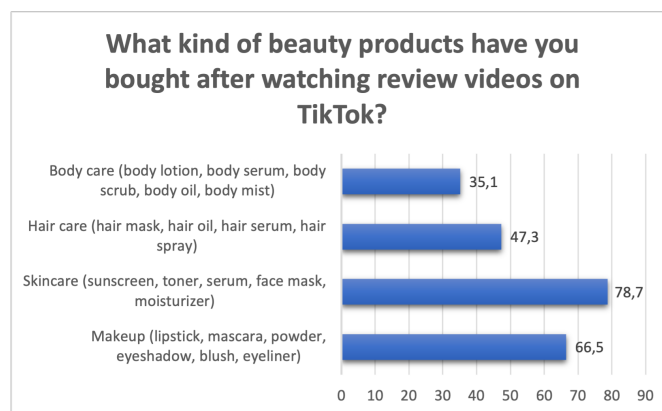
Figure 4. 9 The Type of Beauty Products Purchased After Watching Beauty Product Reviews on Tiktok

The type of beauty products purchased by the 239 respondents after watching TikTok beauty product review videos shows a preference for skincare products, with 78.7% (188 respondents) indicating they bought items such as sunscreen, toner, serum, face mask, and moisturizer. Makeup products, including lipstick, mascara, powder, eyeshadow, blush, and eyeliner, were purchased by 66.5% (159 respondents). Hair care products, such as hair masks, hair oil, hair serum, and hair spray, were bought by 47.3% (113 respondents). Lastly, 35.1% (84 respondents) purchased body care products, including body lotion, body serum, body scrub, body oil, and body mist. This distribution highlights a strong inclination towards skincare and makeup products among the respondents after viewing TikTok reviews.

4.3.5 Needs of Features in Beauty Products Purchase Decision

Importance of Feature
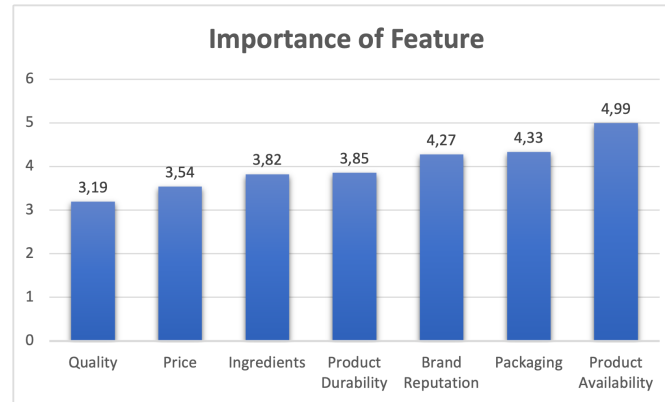
Figure 4. 10 Needs of Features in Beauty Products Purchase Decision

The bar chart shows the importance of different features in the decision-making process of purchasing beauty products, as perceived by 239 respondents. Based on the data, "Quality" is the most important feature, with a mean score of 3.19, indicating that respondents place a high priority on it when purchasing beauty products. Additionally, the features of "Price" (with a mean score of 3.54) and "Ingredients" (with a mean score of 3.82) are also considered significant. The feature of "Product Durability" (mean score: 3.85) and "Brand Reputation" (mean score: 4.27) are quite important. The importance of "Packaging" (mean score: 4.33) is slightly lower. The feature "Product Availability" received the highest mean score of 4.99, indicating that it is considered the least significant feature by the respondents. This shows that although availability remains a consideration, other characteristics have a lot more importance in the decision-making process.

4.4 Descriptive Statistics Analysis

Descriptive statistics is used to describe patterns and potential correlations among variables, providing essential information about the variables in a set of data. The findings of the descriptive analysis conducted for this study are presented in the table below.

Table 4. 1 Descriptive Statistics Analysis

Variable	Label	Mean	Median	Min	Max	Standard Deviation
Perceived Credibility	PC1	3.460	3.00	1.00	5.00	0.670
	PC2	3.707	4.00	1.00	5.00	0.923

	PC3	**3.230**	3.00	2.00	5.00	0.673
	PC4	3.812	4.00	1.00	5.00	0.722
Perceived Authenticity	PA1	3.628	4.00	1.00	5.00	0.959
	PA2	3.397	3.00	2.00	5.00	0.769
	PA3	3.510	4.00	1.00	5.00	0.867
	PA4	3.452	3.00	1.00	5.00	1.013
Review Quality	RQL1	3.845	4.00	2.00	5.00	0.712
	RQL2	4.121	4.00	2.00	5.00	**0.645**
	RQL3	4.209	4.00	2.00	5.00	0.713
	RQL4	3.870	4.00	2.00	5.00	0.768
	RQL5	3.904	4.00	1.00	5.00	0.745
Review Quantity	RQT1	**4.285**	4.00	1.00	5.00	0.799
	RQT2	4.201	4.00	2.00	5.00	0.814
	RQT3	3.506	4.00	1.00	5.00	0.919
	RQT4	3.946	4.00	1.00	5.00	0.902
Purchase Intention	PI1	3.510	4.00	1.00	5.00	1.006
	PI2	3.887	4.00	1.00	5.00	0.959
	PI3	3.820	4.00	1.00	5.00	0.747
	PI4	3.715	4.00	1.00	5.00	0.952
Attitude of Others	AOO1	3.828	4.00	1.00	5.00	0.892
	AOO2	4.017	4.00	1.00	5.00	1.117
	AOO3	4.109	4.00	2.00	5.00	0.801
	AOO4	3.971	4.00	2.00	5.00	0.875
Unanticipated Situational Factor	USF1	3.657	4.00	1.00	5.00	1.171
	USF2	3.699	4.00	1.00	5.00	1.036
	USF3	3.724	4.00	2.00	5.00	0.882
	USF4	3.364	4.00	1.00	5.00	**1.185**
Purchase Decision	PD1	4.008	4.00	1.00	5.00	0.782
	PD2	3.862	4.00	1.00	5.00	0.874
	PD3	4.126	4.00	1.00	5.00	0.771

Based on the descriptive statistics analysis of the table given above, the variable labeled RQT1, which represents the review quantity, has the highest mean score of 4.285. This indicates that the information quantity of beauty product review videos is large. Most viewers of TikTok beauty

product review videos consider that there is a large amount of information provided in Tiktok. The indicator has a high score of 4 for the median, which provides further evidence to support the claim.

The variable labeled PC3, which measures the perceived credibility of people who make review videos about beauty products on TikTok, has the lowest mean score of 3.230. Most viewers of TikTok beauty product review videos have a low level of trust in the credibility of the video creators, despite the huge amount of information available about beauty product.

A high standard deviation shows a significant difference between the data and the statistical mean, which decreases the reliability of the data. However, a low standard deviation indicates a strong correlation between the data and the statistical mean, therefore enhancing the accuracy of the data. The descriptive statistics analysis of the table shows that the variable labeled as USF4, which represents a tendency to become addicted to purchasing beauty products after viewing review videos on Tiktok, has the highest standard deviation score of 1.185.

As a result, different respondents had different answers when asked about the potential of forming an addiction to purchasing beauty products after viewing review videos on TikTok. While some respondents disagree with the possibility of being addicted, others acknowledge the potential for developing an addiction to purchasing beauty products .

The review quality variable labeled as RQL2 has the lowest standard deviation score, specifically 0.645. The data suggests that a significant proportion of the respondents agree with the claim that beauty product review videos on TikTok are understandable.

4.5   Partial Least Squares (PLS-SEM) Analysis Result

This study used partial least squares (PLS) to examine the informal modeling of the conceptual framework (PLS). The SmartPLS application is utilized to analyze and calculate the correlations between each variable. This study utilized reflective measuring approaches for evaluating factors including perceived credibility, perceived authenticity, review quality, review quantity, purchase intention, attitude of others, unanticipated situational factors, and purchase decision. In order to conduct the evaluation, it is necessary to complete several important steps using the commonly

accepted decision rules. The approaches include convergent validity, discriminant validity, indicator reliability, and internal consistency reliability. The figure below shows the output of the model :
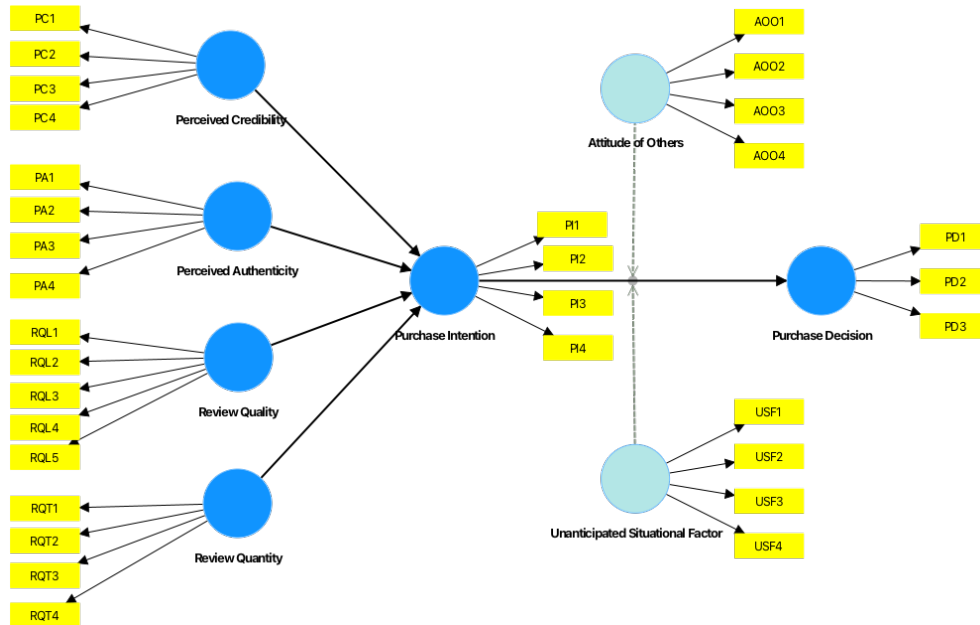

Figure 4. 11 PLS-SEM Result

This model consists of 8 variables and 9 paths connecting them. The calculations and results for the reflecting measurement model are explained in the following sub-chapters.

4.5.1 Indicator Reliability Test

An indicator reliability test was conducted to assess the level of consistency of a certain variable in measuring what it is intended to measure. The minimum acceptable value for this level of consistency is 0.7 or higher. However, for exploratory research, 0.4 or higher is considered acceptable. However, the outcomes of the "outer loading" tests conducted by SmartPLS show that six variables, including perceived credibility, perceived authenticity, review quality, review quantity, unanticipated situational factors, and purchase decision, are considered to be invalid. The researcher eliminated 9 indicators, including perceived credibility, perceived authenticity, review quality, review quantity, unanticipated situational factors, and purchase decision, because they had the lowest "outer loading scores among the other indicators. This was done to improve the reliabilities of the indicators. The eliminated indicators include PC2, PC4, PA2, RQL3, RQL4, RQT2, RQT3, USF4, and PD3. The results of the reliability test conducted before and after the elimination, are shown in the table below:

Table 4. 2 First Attempt of Indicator Reliability Test

Construct	Indicator	Outer Loading	Reliability
Perceived Credibility	PC1	0.541	Reliable
	PC2	-0.310	Unreliable
	PC3	0.689	Reliable
	PC4	0.128	Unreliable
Perceived Authenticity	PA1	0.663	Reliable
	PA2	-0.097	Unreliable
	PA3	0.635	Reliable
	PA4	0.850	Reliable
Review Quality	RQL1	0.754	Reliable
	RQL2	0.740	Reliable
	RQL3	0.248	Unreliable
	RQL4	0.575	Unreliable
	RQL5	0.619	Reliable
Review Quantity	RQT1	0.821	Reliable
	RQT2	0.241	Unreliable
	RQT3	0.166	Unreliable
	RQT4	0.856	Reliable
Purchase Intention	PI1	0.809	Reliable
	PI2	0.787	Reliable
	PI3	0.796	Reliable
	PI4	0.834	Reliable
Attitude of Others	AOO1	0.700	Reliable
	AOO2	0.811	Reliable

	AOO3	0.783	Reliable
	AOO4	0.805	Reliable
Unanticipated Situational Factor	USF1	0.792	Reliable
	USF2	0.661	Reliable
	USF3	0.627	Reliable
	USF4	0.696	Reliable
Purchase Decision	PD1	0.793	Reliable
	PD2	0.880	Reliable
	PD3	0.480	Unreliable

Table 4. 3 Second Attempt of Indicator Reliability Test

Construct	Indicator	Outer Loading	Reliability
Perceived Credibility	PC1	0.797	Reliable
	PC3	0.903	Reliable
Perceived Authenticity	PA1	0.774	Reliable
	PA3	0.861	Reliable
	PA4	0.919	Reliable
Review Quality	RQL1	0.730	Reliable
	RQL2	0.760	Reliable
	RQL5	0.721	Reliable
Review Quantity	RQT1	0.814	Reliable
	RQT4	0.909	Reliable
Purchase Intention	PI1	0.789	Reliable
	PI2	0.811	Reliable
	PI3	0.783	Reliable
	PI4	0.838	Reliable

Attitude of Others	AOO1	0.690	Reliable
	AOO2	0.812	Reliable
	AOO3	0.793	Reliable
	AOO4	0.800	Reliable
Unanticipated Situational Factor	USF1	0.811	Reliable
	USF2	0.684	Reliable
	USF3	0.722	Reliable
Purchase Decision	PD1	0.830	Reliable
	PD2	0.921	Reliable

4.5.2   Internal Consistency Reliability Test

A minimum Cronbach's alpha of 0.7 is recommended for exploratory purposes, while a value of 0.6 or higher is also considered acceptable. Unlike Cronbach's alpha, composite reliability does not assume equal reliability of all indicators, making it more appropriate for PLS-SEM. Reliability scores ranging from 0.60 to 0.70 are considered satisfactory for exploratory research (Hair, 2011). Using Composite Reliability to support the internal consistency of constructs, especially when Cronbach's Alpha is lower, is a methodologically effective approach in PLS-SEM. By considering the various loadings of indicators on the construct, Composite Reliability provides a more accurate assessment of reliability compared to Cronbach's Alpha, which assumes equal weightings for all indicators (Hair, 2017). The result shown by table below with the eliminated indicators from the previous test :

Table 4. 4 Internal Consistency Reliability Test

Variables	Cronbach Alpha	Composite Reliability	Reliability
Perceived Credibility	0.631	0.840	Reliable
Perceived Authenticity	0.819	0.889	Reliable
Review Quality	0.600	0.781	Reliable
Review Quantity	0.665	0.853	Reliable

Purchase Intention	0.821	0.881	Reliable
Attitude of Others	0.782	0.857	Reliable
Unanticipated Situational Factors	0.600	0.784	Reliable
Purchase Decision	0.707	0.869	Reliable

4.5.3   Convergent Validity

Two stages are conducted to measure the construct validity. Firstly, the process of evaluating the convergent validity and followed by discriminant validity. When assessing convergent validity, it is necessary to analyze the Average Variance Extracted (AVE) of the latent variables. The AVE value must be higher than 0.5 in order to be considered satisfactory (Wong, 2013). The researcher eliminated 9 indicators, including perceived credibility, perceived authenticity, review quality, review quantity, unanticipated situational factors, and purchase decision, due to their lowest "outer loading" scores compared to the other indicators. This action was taken in order to improve the validity of the indicators. The eliminated indicators are PC2, PC4, PA2, RQL3, RQL4, RQT2, RQT3, USF4, and PD3. Indicators with outer loadings ranging from 0.40 to 0.70 should only be removed from the scale if their exclusion improves the composite dependability (Hair, 2017). Table below confirms the convergence validity.

Table 4. 5 First Attempt of Convergent Validity Test

Variable	AVE	Validity
Perceived Credibility	0.220	Invalid
Perceived Authenticity	0.394	Invalid
Review Quality	0.378	Invalid
Review Quantity	0.373	Invalid
Purchase Intention	0.651	Valid
Attitude of Others	0.602	Valid
Unanticipated Situational Factors	0.485	Invalid

Purchase Decision	0.545	Valid

Table 4. 6 Second Attempt of Convergent Validity Test

Variable	AVE	Validity
Perceived Credibility	0.726	Valid
Perceived Authenticity	0.728	Valid
Review Quality	0.544	Valid
Review Quantity	0.744	Valid
Purchase Intention	0.649	Valid
Attitude of Others	0.601	Valid
Unanticipated Situational Factors	0.549	Valid
Purchase Decision	0.769	Valid

4.5.4   Discriminant Validity

Discriminant validity refers to the degree to which the measurements used in a study are not influenced by the measurements of other constructs (Bhandari, 2022). The Fornell-Larcker Criterion, often known as the square root of AVE, is displayed in SmartPLS as a bold and diagonal measure. In order for AVE scores to be considered valid, their square root must exceed the correlation between the latent variables (Wong, 2013). The bolded number indicates that the discriminant variable in this study has been properly constructed, as the square root value exceeds the correlation in every row and column of the latent variable. All variables meet the criterion for discriminant validity. The table below is the fornell-larcker result with the eliminated indicators from the previous test :

Table 4. 7 Discriminant Validity Test

	AOO	PA	PC	PD	PI	RQL	RQT	USF
AOO	**0.775**							
PA	-0.274	**0.853**						
PC	0.152	0.423	**0.852**					

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

4.5.5   Collinearity Test

The Variance Inflation Factor (VIF) data are utilized in SmartPLS for assessing the collinearity test. The VIF measures the extent to which the variation of a specific indicator can be attributed to other indicators within the same construct (Urbach, 2010). The most suitable VIF values are suggested to be 5 or below (Wong, 2013). Based on the collinearity test results presented in the table below, it can be seen that the VIF values of all the indicators are below 5. This indicates that there is no issue of multicollinearity.

Table 4. 8 Collinearity Test

Indicator's Label	Variance Inflation Factor (VIF)
PC1	1.269
PC3	1.269
PA1	1.774
PA3	1.758
PA4	2.273
RQL1	1.227
RQL2	1.308
RQL5	1.122
RQT1	1.329
RQT4	1.329
PI1	1.693
PI2	1.611
PI3	1.843
PI4	1.999
AOO1	1.488
AOO2	1.786
AOO3	1.506
AOO4	1.569
USF1	1.212
USF2	1.247
USF3	1.163
PD1	1.427
PD2	1.427

4.5.6   Structural Path Significance

A two-tailed test is used to determine the significance of each hypothesis by examining the t-statistics and p-values. This test allows for the measurement of the relationship between relevant variables to determine their significance by examining their values. The model for this study includes eight latent variables, with a total of 23 indicators. Perceived credibility is measured by two indicators, perceived authenticity by three, review quality by three, review quantity by two, purchase intention by four, attitude of others by four, unanticipated situational factors by three, and purchase decision by three. In this study, the researcher used a significance level of 5% and determined that t-values must exceed the crucial value of 1.96 to be considered significant. According to the p-values criterion, a value is considered significant if it is less than 0.05. The structural pathways from the bootstrapping technique and the outcome of the test are presented in the figure below.
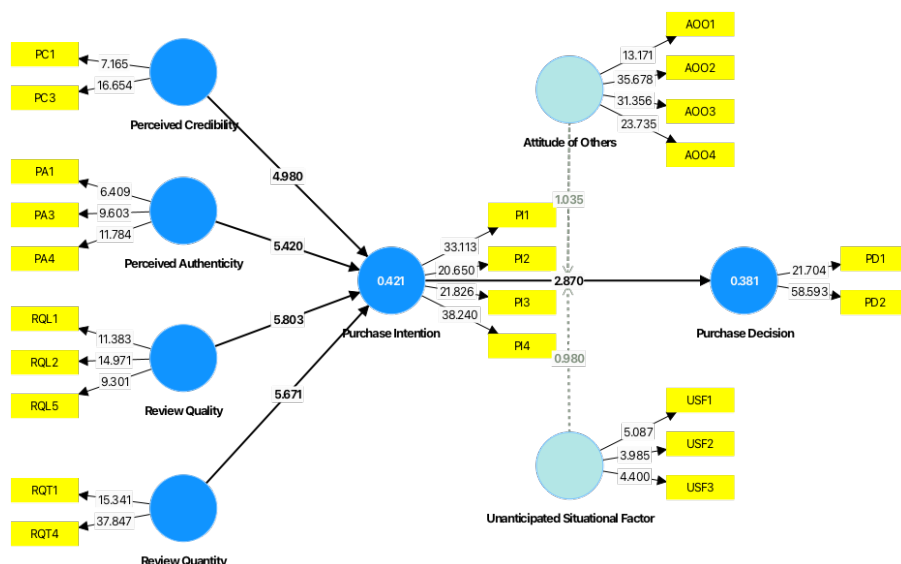
Figure 4. 12 Bootstrapping Result

According to the figure, the structural path from "Perceived Credibility" to "Purchase Intention" has a t-value of 4.980, the structural path from "Perceived Authenticity" to "Purchase Intention" has a t-value of 5.420, the structural path from "Review Quality" to "Purchase Intention" has a t-value of 5.803, and the structural path from "Review Quantity" to "Purchase Intention" has a t-value of 5.671. These values are all higher than the critical value of 1.96, indicating significant influences on Purchase Intention.

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The structural path from "Purchase Intention" to "Purchase Decision" has a t-value of 2.870, which is also higher than the critical value of 1.96, indicating a significant influence of Purchase Intention on Purchase Decision.

The interaction effect of "Attitude of Others" on the relationship between "Purchase Intention" and "Purchase Decision" has a t-value of 1.035, which is lower than the critical value of 1.96, indicating a non-significant moderating effect. Similarly, the interaction effect of "Unanticipated Situational Factor" on the relationship between "Purchase Intention" and "Purchase Decision" has a t-value of 0.980, also indicating a non-significant moderating effect.

The direct effect of "Attitude of Others" on "Purchase Decision" has a t-value of 5.614, indicating a significant influence, while the direct effect of "Unanticipated Situational Factor" on "Purchase Decision" has a t-value of 0.840, indicating a non-significant influence.

Table 4. 9 Path Coefficient Result

Structural Path	T statistics ($|O/STDEV|$)
Perceived Credibility → Purchase Intention	4.980
Perceived Authenticity → Purchase Intention	5.420
Review Quality → Purchase Intention	5.803
Review Quantity → Purchase Intention	5.671
Purchase Intention → Purchase Decision	2.870
Attitude of Others × Purchase Intention → Purchase Decision	1.035
Attitude of Others → Purchase Decision	5.614
Unanticipated Situational Factor × Purchase Intention → Purchase Decision	0.980
Unanticipated Situational Factor → Purchase Decision	0.840

4.5.7   Coefficient of Determination (R²)

The coefficient of determination or R square (R²) measures the extent to which the exogenous variable influence the endogenous variable in the structural model, hence indicating the total effect size and variance explained. (Hussain et al., 2018). R square value is considered strong with the value of 0.75, moderate at 0.50, and weak at 0.25 (Wong, 2013). Below is the R² table:

Table 4. 10 Coefficient of Determination Result

Variable	R Square
Purchase Intention	0.481
Purchase Decision	0.368

The R² value for "Purchase Intention" is 0.481, indicating that the constructs Perceived Credibility, Perceived Authenticity, Review Quality, and Review Quantity explain 48.1% of the variance in "Purchase Intention." This is considered moderate predictive relevance. Similarly, the R² value for "Purchase Decision" is 0.368, suggesting that the constructs explaining "Purchase Decision" account for 36.8% of the variance. This is also categorized as moderate predictive relevance.

4.5.8   Predictive Relevance (Q²)

A Q² test was performed using blindfolding procedures to assess the model's predictive relevance. In the Structural Equation Modeling (SEM) technique, Q² values must exceed zero for the model to be deemed relevant.

Table 4. 11 Predictive Relevance Result

Variable	Cross-Validated Redundancy (Q²)
Purchase Intention	0.380
Purchase Decision	0.356

A Q² test was performed using blindfolding procedures to assess the model's predictive relevance. In the Structural Equation Modeling (SEM) technique, Q² values must exceed zero for the model to be deemed relevant.The Q² test, conducted using blindfolding

procedures to evaluate the model's predictive relevance, revealed that the Q² values for "Purchase Intention" (0.380) and "Purchase Decision" (0.356) are both greater than zero. This indicates that the model has good predictive relevance for these endogenous variables.

4.5.9   Hypothesis Testing and Explanation

The inner model path coefficient (P-values) and T-values from PLS calculations were used for the hypothesis testing. The findings of hypothesis testing are shown in the following table :

Table 4. 12 Hypothesis Testing Result

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

- **H1 : Perceived credibility on Tiktok beauty product review videos has a significant effect on purchase intention**

  Hypothesis 1 claims that perceived credibility on TikTok beauty product review videos has a significant effect on purchase intention. The analysis shows a t-value of 5.114 and

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a p-value of 0.000. Since the t-statistic value is > 1.96 and the p-value is < 0.05, Hypothesis 1 is accepted.

- **H2 : Perceived authenticity on Tiktok beauty product review videos has a significant effect on purchase intention**

  Hypothesis 2 claims that perceived authenticity on TikTok beauty product review videos has a significant effect on purchase intention. The analysis shows a t-value of 5.435 and a p-value of 0.000. Since the t-statistic value is > 1.96 and the p-value is < 0.05, Hypothesis 2 is accepted.

- **H3 : Review quality on Tiktok beauty product review videos has a significant effect on purchase intention**

  Hypothesis 3 claims that review quality on TikTok beauty product review videos has a significant effect on purchase intention. The analysis shows a t-value of 5.814 and a p-value of 0.000. Since the t-statistic value is > 1.96 and the p-value is < 0.05, Hypothesis 3 is accepted.

- **H4 : Review quantity on Tiktok beauty product review videos has a significant effect on purchase intention**

  Hypothesis 4 claims that review quantity on TikTok beauty product review videos has a significant effect on purchase intention. The analysis shows a t-value of 5.604 and a p-value of 0.000. Since the t-statistic value is > 1.96 and the p-value is < 0.05, Hypothesis 4 is accepted.

- **H5 : Purchase intention on Tiktok beauty product review videos has a significant effect on purchase decision**

  Hypothesis 5 claims that purchase intention on TikTok beauty product review videos has a significant effect on purchase decision. The analysis shows a t-value of 2.479 and a p-value of 0.013. Since the t-statistic value is > 1.96 and the p-value is < 0.05, Hypothesis 5 is accepted.

- **H6 : Attitude of others on Tiktok beauty product review videos moderates the relationship between purchase intentions and purchase decision**

  Hypothesis 6 claims that the attitude of others on TikTok beauty product review videos moderates the relationship between purchase intentions and purchase decision. The analysis shows a t-value of 1.035 and a p-value of 0.301. Since the t-statistic value is not > 1.96 and the p-value is not < 0.05, Hypothesis 6 is rejected.

- **H7 : Unanticipated situational factor on Tiktok beauty product review videos moderates the relationship between purchase intentions and purchase decision**

  Hypothesis 7 claims that unanticipated situational factors on TikTok beauty product review videos moderate the relationship between purchase intentions and purchase decision. The analysis shows a t-value of 0.980 and a p-value of 0.401. Since the t-statistic value is not > 1.96 and the p-value is not < 0.05, Hypothesis 7 is rejected.

4.5.10 Effect Size (f²)

The F square effect size assesses the influence of each exogenous variable construct on the endogenous variable construct. The purpose is to evaluate the strength of the relationship between constructs in the model (Wong, 2019). A variable is classified as having a significant impact when its value is 0.35, a moderate impact when the value is 0.15, and a weak impact when the effect size is less than 0.02.

Table 4. 13 Effect Size Result

	AOO	PA	PC	PD	PI	RQL	RQT	USF
AOO				0.005				
PA					0.133			
PC					0.122			
PD								
PI				0.035				
RQL					0.119			

RQT				0.115			
USF			0.011				

From the table above, it can be seen that all of the exogenous variables have a weak impact on Purchase Intention (PI) with f² values greater than 0.02 but less than 0.15. Purchase Intention (PI) also have a weak impact on Purchase Decision (PD) with f² values of 0.035. Meanwhile, Attitude of Others (AOO) and Unanticipated Situational Factors (USF) have almost no impact on Purchase Decision, with f² values lower than 0.02.

4.5.11   Total Indirect and Total Effect

The results of the bootstrapping technique are used to calculate the overall indirect and total effect. The purpose of this analysis is to determine the extent to which the mediating variable serves as a mediator for the indirect effects of the independent variable on the dependent variable.

Table 4. 14 Total Effect Result

Structural Path	Original Sample (O)
Perceived Credibility → Purchase Intention	0.304
Perceived Credibility → Purchase Decision	0.066
Perceived Authenticity → Purchase Intention	-0.329
Perceived Authenticity → Purchase Decision	-0.071
Review Quality → Purchase Intention	0.309
Review Quality → Purchase Decision	0.067
Review Quantity → Purchase Intention	0.297
Review Quantity → Purchase Decision	0.065
Purchase Intention → Purchase Decision	0.217
Attitude of Others → Purchase Decision	0.432
Attitude of Others x Purchase Intention → Purchase Decision	0.060
Unanticipated Situational Factor → Purchase Decision	0.062
Unanticipated Situational Factor x Purchase Intention → Purchase Decision	-0.085

Based on the table above, the total effect of variables can be concluded :

- Perceived Credibility affects Purchase Intention by 0.304

- Perceived Credibility affects Purchase Decision by 0.066

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- Perceived Authenticity affects Purchase Intention by -0.329
- Perceived Authenticity affects Purchase Decision by -0.071
- Review Quality affects Purchase Intention by 0.309
- Review Quality affects Purchase Decision by 0.067
- Review Quantity affects Purchase Intention by 0.297
- Review Quantity affects Purchase Decision by 0.065
- Purchase Intention affects Purchase Decision by 0.217
- Attitude of Others × Purchase Intention affects Purchase Decision by 0.060
- Unanticipated Situational Factor × Purchase Intention affects Purchase Decision by -0.085

4.5.12   Mediating Variable Result

The mediation test is performed to assess the impact of mediating variables. This includes evaluating the relationships between independent variables, mediating variables, and dependent variables through an order of steps.

1. Assess the impact of independent variables on dependent variables

Table 4. 15 Total Effect Result of Independent on Dependent Variable

Structural Path	T statistics (|O/STDEV|)	P Values	Result
Perceived Credibility → Purchase Decision	2.437	0.015	Significant
Perceived Authenticity → Purchase Decision	2.550	0.011	Significant
Review Quality → Purchase Decision	2.483	0.013	Significant
Review Quantity → Purchase Decision	2.496	0.013	Significant

Based on the table above, it shows that the independent variables of Perceived Credibility, Perceived Authenticity, Review Quality, and Review Quantity have a significant influence on the dependent variable Purchase Decision.

2. Assess the impact of independent variables on mediating variables

Table 4. 16 Total Effect Result of Independent on Mediating Variable

Structural Path	T statistics (|O/STDEV|)	P Values	Result
Perceived Credibility → Purchase Intention	4.980	0.000	Significant
Perceived Authenticity → Purchase Intention	5.420	0.000	Significant
Review Quality → Purchase Intention	5.803	0.000	Significant
Review Quantity → Purchase Intention	5.671	0.000	Significant

The table above shows that the independent variables Perceived Credibility, Perceived Authenticity, Review Quality, and Review Quantity significantly influence the mediating variable Purchase Intention.

3. Assess the impact of independent variables and mediation variables on dependent variables

Table 4. 17 Total Effect Result of Independent and Mediation on Dependent Variable

Structural Path	T statistics (|O/STDEV|)	P Values	Result
Purchase Intention → Purchase Decision	2.870	0.004	Significant
Attitude of Others x Purchase Intention → Purchase Decision	1.035	0.301	Insignificant
Unanticipated Situational Factor x Purchase Intention → Purchase Decision	0.980	0.327	Insignificant

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The table demonstrates that the mediating variable Purchase Intention significantly influences the dependent variable Purchase Decision.

Results of this research classify the mediator (Purchase Intention) in this model as partial mediation. Significant relationships between independent and mediating variables and mediating variables and dependent variables indicate Partial Mediation. In partial mediation, independent variables can have an effect on dependent variables directly, without the need for mediators.

The table shows that the moderating effects of Attitude of Others and Unanticipated Situational Factors on the relationship between Purchase Intention and Purchase Decision are not significant. This indicates that these moderating variables do not significantly impact the relationship between Purchase Intention and Purchase Decision in this model.

4.6   Discussion

This study explore an understanding of the factors that influence purchasing decisions for beauty products through TikTok video reviews. The results indicate that the independent variables, including perceived credibility, perceived authenticity, review quality, and review quantity, have an impact on purchase intention. Furthermore, purchase intention directly influences purchase decision, without being moderated by the attitudes of others or unanticipated situational factors.

4.6.1   Consumer Needs-Based Segmentation

The segmentation process is important for understanding and identifying different consumer groups within the market. This approach enables marketers to tailor their strategies to align with the different needs and preferences of each segment, eventually increasing the effectiveness of their marketing efforts. Here is a detailed discussion of each step in the segmentation process :

1. Needs-Based Segmentation

    The researcher conducted a study with 239 respondents and used their responses to identify market segments. These segments were based on the responses of the respondents on the importance of certain features when making decisions to purchase

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beauty products. The researcher focused on the three most important features that consumers consider before deciding to purchase beauty products: quality, price, and ingredients. The features served as the basis for dividing the segments into "quality-based," "price-based," and "ingredient-based" segments.

The researcher used pivot tables in Microsoft Excel, a tool for segmenting data into categories. Pivot tables facilitate faster segmentation of customers, products, and other data by adding fields to the rows and columns of the table. This enables the researcher to break down the data into smaller segments, enabling a more streamlined analysis and collection of insights.

2. Segment Identification

Segment identification includes the process of identifying which demographics, lifestyles, and usage behaviors that differentiate and make each group recognizable. The researcher used demographic data, including age, gender, occupation, income, and domicile, to classify the respondents. This step helps understanding of the unique characteristics of each segment, making it easier to tailor marketing messages and products to meet their unique needs.

The researcher obtained the following results by dividing the data into segments :

Table 4. 18 Consumer Needs-Based Segmentation

Criteria	Quality Based	Price Based	Ingredient Based
Age	15-21	18-24	18-21
Gender	Female	Female	Female
Occupation	Highschool and College Student	College Student and Entrepreneur	College Student
Income per Month	Rp0-Rp3.000.000	Rp2.000.000-Rp5.000.000	Rp0-Rp3.000.000
Domicile	Bandung	Bandung	Jakarta
Tiktok Reviews	Found by	Found by	Searches for

Awareness	Chance on Tiktok FYP	Chance on Tiktok FYP, Recommendations From Friends or Family	specific products
Trust in Tiktok Reviews	Moderate trust	High Trust	High Trust
Primary Use of Tiktok	Gathering information or knowledge	Entertainment, Following Trends or Challenges	Gathering information or knowledge
Type of Products Purchased	Makeup, Skincare	Makeup, Skincare	Skincare, Makeup, Haircare

3. Segment Attractiveness

The following analysis presents the mean data of each indicator for the quality-based, price-based, and ingredient-based segments. This descriptive analysis helps in understanding the level of agreement among respondents in each segment concerning various aspects of TikTok beauty product review videos. The findings of the descriptive analysis conducted for each segment are presented in the table below.

Table 4. 19 Needs-Based Segment Descriptive Statistics Analysis

Variable	Label	Quality Based	Price Based	Ingredient Based
Perceived Credibility	PC1	3.398	3.547	3.450
	PC2	3.336	4.128	3.800
	PC3	3.283	**3.186**	3.200
	PC4	3.752	3.814	3.975
Perceived Authenticity	PA1	3.425	3.767	3.875
	PA2	3.487	3.395	3.225
	PA3	3.319	3.721	3.625
	PA4	**3.150**	3.767	3.600
Review Quality	RQL1	3.991	3.733	3.700
	RQL2	4.195	4.012	4.175
	RQL3	4.124	4.244	4.400
	RQL4	3.867	3.942	3.725
	RQL5	3.991	3.779	3.975
Review Quantity	RQT1	4.159	**4.337**	**4.500**
	RQT2	4.274	4.279	3.775

	RQT3	3.389	3.628	3.600
	RQT4	3.920	3.907	4.150
Purchase Intention	PI1	3.779	3.407	**3.025**
	PI2	4.133	3.628	3.850
	PI3	3.858	3.907	3.525
	PI4	3.920	3.477	3.650
Attitude of Others	AOO1	4.062	3.698	3.500
	AOO2	4.274	4.081	3.225
	AOO3	**4.319**	3.814	4.200
	AOO4	4.088	3.826	4.000
Unanticipated Situational Factor	USF1	3.549	3.814	3.650
	USF2	3.699	3.674	3.775
	USF3	3.796	3.756	3.425
	USF4	3.239	3.430	3.525
Purchase Decision	PD1	4.044	3.779	4.425
	PD2	4.080	3.698	3.700
	PD3	3.982	4.314	4.100

Based on the descriptive statistics analysis of the table given above, the variable labeled AOO3, which represents consulting other consumers' beauty product review videos on TikTok to help choose the right product/brand, has the highest mean score of 4.319. This indicates that most viewers in the quality-based segment highly value consulting other consumers' reviews on TikTok for making informed purchasing decisions. Conversely, the variable PA4, which reflects the belief that the information in beauty product review videos on TikTok is true, has the lowest mean score of 3.150. This suggests that respondents in this segment are less confident about the truthfulness of the information in these review videos.

For the price-based segment, the highest mean value is observed in the variable RQT1, with a score of 4.337. This indicates that respondents in this segment highly value the large quantity of information available in TikTok beauty product review videos, perceiving it as a sign of the product's popularity and quality. On the other hand, the variable PC3, which indicates the belief in the credibility of the reviewers, has the lowest mean score of 3.186. This suggests that respondents in this segment have lower confidence in the credibility of TikTok reviewers.

In the ingredient-based segment, the highest mean value is for the variable RQT1, which represents the review quantity, with a score of 4.500. This reflects that respondents in this segment find the information quantity sufficient to satisfy their needs when searching for information about beauty products. The lowest mean value is found in the variable PI1, which reflects the desire to buy a product after watching review videos, with a score of 3.025. This suggests that respondents in this segment are less inclined to desire purchasing products immediately after watching the review videos.

The descriptive analysis underscores the critical role of review quantity in influencing consumer behavior across all segments, with respondents in each segment consistently valuing the abundance of information provided in TikTok beauty product review videos. This insight aligns with the segment attractiveness evaluation, highlighting significant growth potential and strategic opportunities within each segment. The quality-based segment, with its high emphasis on consulting other consumers' reviews, suggests that marketing strategies should leverage extensive and informative content to appeal to younger consumers. The price-based segment's appreciation for a large quantity of review information, coupled with its focus on affordability, indicates that combining extensive product information with strategic promotions and discounts will effectively capture this demographic. The ingredient-based segment's strong preference for the quantity of information in reviews highlights the importance of providing sufficient information about beauty products. Marketing efforts should focus on ensuring comprehensive information availability and leveraging educational content on TikTok to engage and inform consumers. Overall, the high mean values for review quantity across segments highlight the importance of comprehensive and accessible product information, making these segments highly attractive for targeted marketing strategies that emphasize quality, affordability, and ingredient transparency. This comprehensive approach will maximize the potential for market entry and growth across all segments.

4. Segment Profitability

    The quality-based segment shows potential for medium-high profitability due to the premium pricing consumers are willing to pay for quality. The price-based segment can achieve moderate profitability through high sales volumes and cost-effective

marketing strategies. The ingredient-based segment offers medium-high profitability due to the high willingness to pay for products with specific ingredients, despite the higher production costs. In general, each segment presents profitable potential that can be optimized by using customized strategies to increase revenue while minimizing costs efficiently.

5. Segment Positioning

The analysis of segment positioning shows specific value propositions and product-price strategies that are customized to meet the particular needs and characteristics of each segment. The Quality-Based Segment is positioned with the value proposition "Premium Quality for Every Application," targeting consumers who prioritize high-quality products with superior formulations and lasting results, and therefore, these products are placed at a higher price point. The Price-Based Segment, with the value proposition "Best Value for Money," focuses on price-sensitive consumers seeking affordable yet effective beauty products, positioned competitively with strategies like discounts and bundle offers to emphasize cost-effectiveness. The Ingredient-Based Segment, with the value proposition "Transparency and Trust in Every Bottle," appeals to consumers who prioritize natural, organic, and ethically sourced ingredients, positioning products at a mid-to-high price range while highlighting ingredient transparency and sustainability. Each segment's positioning is reinforced through tailored marketing channels, packaging, branding, and customer engagement strategies, ensuring the value proposition resonates with the target audience and aligns with their specific preferences and values.

6. Segment Acid Test

The segment acid test evaluates the attractiveness of each segment's positioning strategies through a "segment storyboard." The Quality-Based Segment is clearly identifiable and accessible through TikTok, with substantial size and high responsiveness to quality marketing. The Price-Based Segment is also easily identifiable and accessible, with a significant presence among cost-conscious 18-24-year-olds and high responsiveness to value offerings. The Ingredient-Based Segment is identifiable by their preference for natural ingredients, accessible via specific

searches on TikTok, with adequate size and high responsiveness to transparency in products. All segments show stability and align well with the company's strategic goals, confirming their viability for successful market entry and growth.

7. Marketing Mix Strategy

The marketing mix strategy for the segmented market includes a detailed approach to product, price, place, and promotion to align with the unique needs of each segment. For the Quality-Based Segment, the product strategy focuses on premium quality and innovative features, with pricing set at a premium to reflect high value. Distribution channels are prioritized to include specialty stores and online platforms with high engagement, while promotions emphasize quality and reliability through expert endorsements and detailed TikTok reviews. For the Price-Based Segment, products are designed to offer value for money, with competitive pricing strategies and discounts. Distribution leverages high-traffic retail and online platforms, and promotional activities highlight affordability and cost-benefit through price comparisons and TikTok influencer partnerships. For the Ingredient-Based Segment, products emphasize natural and safe ingredients, with moderate pricing to attract health-conscious consumers. Distribution includes health stores and niche online platforms, and promotions focus on ingredient transparency and benefits through educational content and influencer collaborations on TikTok. This comprehensive marketing mix strategy ensures that each segment is effectively targeted and engaged, enhancing market penetration and customer loyalty.

4.6.2   Factors Influencing Consumers' Purchase Decision Based on Tiktok Beauty Product Review

The study of TikTok beauty product review videos has identified several key factors that have significant effects on customer purchasing decisions. These factors are obtained from a quantitative survey that collected data from 239 respondents. The main factors are perceived credibility, perceived authenticity, review quality, and review quantity. The data analysis validates that the perception of credibility has a significant effect on puchase intention. The majority of respondents showed that they trust reviews when they perceive the reviewer to have true experience with the product. Perceived authenticity also showed as

an important factor. The respondents show a preference for reviews that come across as authentic and do not seem too promotional. Authentic reviews, in which the reviewer genuinely reviews the product, have a greater impact. High-quality reviews that offer detailed, clear, and useful information are more likely to impact purchasing decisions. This includes understandable content, information that the respondent found beneficial, in-depth details provided by the content, and the relevance of the content. The quantity of available reviews also influences the purchase decision. Consumers frequently seek many reviews to confirm the consistency of information and to gain insight into a variety of experiences with the product.

4.6.3 Relationship Between The Factors That Influence Customer Purchasing Decision For Beauty Products Through Tiktok Review Videos

Hypothesis 1, that proposes Perceived credibility on Tiktok beauty product review videos has a significant effect on purchase intention, is accepted. The majority of the respondents confirmed that the reviewer's personal experience with the beauty products being described greatly influences the perceived credibility. The reviews are likely to reflect depth, sincerity, and relevancy, which in turn increases the trust of viewers. The relationship supports the idea that customers are more likely to trust and follow to advice from sources they perceive as experienced and competent. This finding aligns with the research conducted by Arora & Mail (2018), which said that the reliability and usefulness of online reviews increase the trustworthiness of the information, therefore having a significant effect on customers' intentions to make a purchase.

Hypothesis 2, that proposes Perceived authenticity on Tiktok beauty product review videos has a significant effect on purchase intention, is accepted. During preliminary interviews, a participant pointed out a desire for honest reviews from individuals who have actually used the products without being paid for promoting them. Authenticity involves not only transparency but also genuineness and naturalness, which are key in influencing purchase intention. The relationship between authenticity and consumer trust is supported by a study conducted by Kim & Kim (2019), which highlighted that when customers notice information in reviews as fake or inaccurate, they tend to doubt the review and seek alternative sources of information. The relationship between perceived authenticity and purchasing intention

and purchase decision is inversely correlated, as shown by the total effect value. The data analysis indicates a negative relationship between perceived authenticity and both purchase intention and purchase decision. The significant negative effects indicate that reviews that lack authenticity may be perceived as less genuine or more promotional, thus enhancing purchase intention and purchase decision. However, this strategy damages long-term trust, leads to negative word-of-mouth, and misses genuine feedback opportunities. Therefore, while polished reviews may boost immediate sales, maintaining a balance between authenticity and engaging content is essential for sustainable growth and brand reputation.

Hypothesis 3, that proposes review quality on TikTok beauty product review videos has a significant effect on purchase intention, is accepted. Findings from the preliminary interviews reveal that customers feel that shorter video durations with concise information increase viewer engagement and comprehension. Detailed and comprehensive reviews help reduce the uncertainty associated with purchasing new beauty products, providing the necessary information for informed decision-making. This is supported by Bataineh (2015), who noted that concise and clear information facilitates consumers in evaluating products, thereby influencing their purchasing intention. Clear and informative reviews of high-quality are especially beneficial in maintaining viewer interest and enhancing their understanding of the advantages and disadvantages of the product. Additionally, the ability to deliver detailed insights in a short time frame aligns well with the fast-paced nature of social media consumption, making high-quality reviews a crucial factor in influencing purchase intentions among TikTok users.

Hypothesis 4, which proposes that review quantity on TikTok beauty product review videos has a significant effect on purchase intention, is accepted. Findings from both preliminary interviews and the questionnaire indicate that customers tend to develop stronger confidence after watching several videos on the same topic rather than relying on just a single review. This is supported by Pan (2023), who states that review quantity has a major impact on building trust between online sellers and potential customers, which in turn influences purchase intentions. The number of reviews provides a broader perspective, showcasing various user experiences and reducing the perceived risk associated with buying new products. Moreover, multiple reviews help verify the consistency of product quality and

performance, making consumers feel more secure in their purchasing decisions. This combined effect of numerous reviews aligns well with the behavior of modern consumers who seek comprehensive validation before committing to a purchase. Therefore, ensuring a substantial number of reviews can be a critical strategy for brands aiming to enhance consumer trust and drive higher purchase intentions on TikTok.

Hypothesis 5, which proposes that purchase intention on TikTok beauty product review videos has a significant effect on purchase decision, is accepted. This finding is supported by Kotler & Keller (2016), who state that purchase intention serves as an indicator for customers' actual purchasing behavior by influencing their decisions on purchasing products or services. When consumers express a strong intention to buy after viewing a product review, it often translates into actual purchases. This relationship is crucial for marketers, as understanding the factors that drive purchase intention can help predict sales outcomes. High purchase intention indicates a high level of interest and perceived value, which are critical components in the decision-making process.

Hypothesis 6, which proposes that the attitude of others on TikTok beauty product review videos moderates the relationship between purchase intentions and purchase decisions, is rejected. Although social opinion, or word-of-mouth, can significantly influence a consumer's purchasing decision as stated by Wang and Yu (2017), the data from this study did not support this moderating effect. While the opinions of others may shape initial purchase intentions, they do not significantly affect the direct path from intention to decision for TikTok beauty product reviews. This suggests that once consumers have formed a purchase intention, their decision to follow through is primarily influenced by their own assessments rather than external attitudes.

Hypothesis 7, which proposes that unanticipated situational factors on TikTok beauty product review videos moderate the relationship between purchase intentions and purchase decisions, is rejected. Despite concerns raised by respondents about overspending, the value of the product, receiving the expected quality, and the potential for developing an addiction to purchasing beauty products, these perceived risks did not moderate the relationship between their intentions and final purchase decisions. Individuals often create their

preferences and assess risks based on their personal evaluations of potential outcomes, as suggested by He et al. (2022). Brands should prioritize providing engaging and trustworthy content to influence purchase intentions, as these intentions are likely to result in actual purchases despite potential unanticipated situational factors.

CHAPTER V
CONCLUSION

This chapter will include a conclusion of the study's results, suggestions for beauty industry marketers to optimize their profits, guidance for future research, and a description of the implications of the study's findings.

5.1   Conclusion

The objective of this study is to examine the factors that influence purchasing decisions for beauty products through TikTok video reviews. This study look into the impact of perceived credibility, perceived authenticity, review quality, and review quantity on consumer purchase decisions. The study also examines the potential moderating impact of others' attitudes and unanticipated situational factors on the relationship between purchasing intentions and purchase decisions. Based on the findings and analysis, this study is concluded to address the research questions.

RQ 1 : What are the consumer needs-based segments based on their responses to beauty product review videos on TikTok?

Referred to the analysis result, this research identifies three distinct consumer needs-based segments based on their responses to beauty product review videos on TikTok. The study, involving 239 respondents, revealed segments centered around the key features consumers consider when purchasing beauty products: quality, price, and ingredients. The "quality-based" segment includes younger respondents aged 15-21, predominantly female high school and college students from Bandung, with moderate trust in TikTok reviews and a primary use of TikTok for gathering information. The "price-based" segment consists of respondents aged 18-24, mainly college students and entrepreneurs with higher trust in reviews, using TikTok primarily for entertainment and following trends, and falling within middle-income ranges. The "ingredient-based" segment features respondents primarily aged 18-21, mostly college students from Jakarta, who discovered reviews through specific searches, with high trust in reviews and primarily using TikTok for information gathering. These segments highlight diverse consumer priorities and behaviors, indicating opportunities for targeted marketing strategies to leverage TikTok's influence on beauty product purchase decisions.

RQ 2 : What are the factors in TikTok beauty product review videos that influence consumers' purchase decisions?

Based on the findings of the analysis, this research shows that the four factors of beauty product reviews on TikTok, including perceived credibility, perceived authenticity, review quality, and review quantity, have an impact on customers' purchase decisions by influencing their purchase intention. Out of all these factors, review quality has the most significant impact. The T statistic measures strength of the relationship between the independent variable and the dependent variable, with higher T statistics indicating stronger relationships. Review quality, in this context, relates to the clarity and usefulness of information in the content in helping customers. Indicators include how understandable the content is, the perceived usefulness of the information, the in-depth details provided, and the relevance of the content in enhancing purchase intention toward beauty products. This finding is supported by the values of the T statistic, path coefficient, and effect size, all of which show that review quality has the highest impact.

RQ 3 : How is the relationship between the factors that influence customer purchasing decision for beauty products through tiktok review videos?

Based on the data analysis results using PLS-SEM analysis, all four factors of TikTok beauty product review videos, including perceived credibility, perceived authenticity, review quality, and review quantity have a significant impact on purchase intention. As purchase intention is considered a partial mediator, it indicates that these four factors can also directly affect purchase decisions, indicating a significant impact. The indicators of each factor are considered acceptable, increasing the validity of the findings. Furthermore, purchase intention has a direct impact on purchase decisions without being moderated by the attitude of others or unanticipated situational factors. This highlights the strength and reliability of the direct connection between review factors and the outcomes of purchases.

RQ 4 : What are the recommendations for business owners in beauty product industry in terms of the utilization of tiktok beauty product review videos?

Reflecting on the analysis results and hypotheses testing, it is evident that all factors of TikTok beauty product review videos, including perceived credibility, perceived authenticity, review quality, and review quantity along with purchase intention, have a direct significant impact on purchase decisions. Based on these findings, several recommendations can be made for business

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owners in the beauty product industry. Encouraging credible reviewers and influencers with genuine experience to create review videos can enhance perceived credibility. Promoting and sharing authentic content, such as user-generated content where customers share honest reviews and experiences, can build trust and authenticity. Ensuring all review content is high-quality, clear, and useful by providing guidelines for reviewers can improve review quality. Increasing the number of reviews by incentivizing users through campaigns or contests can provide a broader perspective and help potential customers make informed decisions. Additionally, utilizing user-generated content by re-posting TikTok beauty product review videos created by customers on the brand's account or homepage can enhance the impact of genuine opinions and foster a community based on trust and shared experiences. Implementing these strategies can significantly influence purchase intentions and decisions, increasing customer trust and driving sales in the beauty product industry.

5.2   Recommendations

5.2.1   Beauty Brand Marketers

When it comes to TikTok beauty product review videos, beauty brand marketers should focus on specific aspects identified as important by data analysis. By evaluating feedback from users aged 15-24, the following recommendations can help marketers better align with target market behavior, with the review quality having the most significant impact.

The quality of the review content is the most critical factor influencing purchase decisions. High-quality reviews should be clear, logical, and detailed, providing comprehensive information about the product. Marketers should ensure that reviews made by creators include objective and factual explanations about the product's benefits, usage, and effectiveness. Additionally, incorporating visuals such as before-and-after comparisons, close-ups of the product, and practical demonstrations can make the reviews more engaging and informative. This ensures that potential customers receive all the necessary information to make informed purchasing decisions. Beauty brand marketers should ensure that the individuals creating review content for their products are perceived as credible. This can be achieved by collaborating with influencers or reviewers who are regarded as trustworthy and reliable by their audience. Highlighting the expertise and experience of the reviewers with

the beauty products can enhance credibility, thus significantly influencing purchase intentions.

While highly polished and commercialized content may drive short-term sales, it is crucial to maintain a balance between authentic and visually appealing content. Beauty brands need to ensure that reviews still convey genuine user experiences, even if they are well-produced. This approach helps retain trust while appealing to a broader audience. Additionally, transparency about the relationship between the brand and influencers or reviewers is essential. Clearly indicating sponsored content while ensuring that the reviews remain honest and authentic can mitigate the negative impact of perceived inauthenticity. By balancing authenticity with engaging content and maintaining transparency, brands can achieve sustainable growth and build long-term trust with their audience.

The quantity of reviews also plays a vital role in shaping consumer perceptions. A larger number of reviews can indicate the popularity and reliability of a product. Beauty brand marketers should encourage a high volume of reviews by incentivizing customers to share their experiences and by collaborating with multiple influencers to reach a broader audience. Promoting user-generated content (UGC) can also contribute to increasing the number of reviews.

Considering the customers' tendency to rely on review videos when making decisions, marketers should consider showcasing these videos, produced by creators, on their social media homepages. By showcasing real user experience content, the brand showcases its commitment to customer satisfaction and acknowledges their opinions by providing helpful and relevant information. Integrating brand promotional content can help maintain an appropriate balance in promotional activities. Review videos can enhance brand content by showcasing authentic product experiences, while brand promotional content can assist customers to get product information, helping them to make informed decisions. Although not all reviews may be positive, brands can utilize them to demonstrate their dedication to the customer feedback. Providing a combination of informative content, such as review videos, would improve the online purchasing experience and establish trust with the brand.

5.2.2   Future Research

The study has shown that the review quality has the most significant impact on purchase intention. Further research may explore the factors that contribute to the quality of reviews, such as clarity of information, review valence, or style of presentation. Given that the analysis found that the influence of others' attitudes and unexpected situational factors have no effect on purchase intention and decision, further studies can explore different areas to gain a better understanding of how these factors act in different situations and whether their impact differs across various products or services. In addition, researchers can look into other independent variables that may impact purchase decisions in the context of TikTok beauty product reviews. Researchers can also explore other platforms outside from TikTok to determine if similar factors apply or if new variables appear. Comparing the influence of TikTok beauty product review videos with reviews on other social media platforms, such as Instagram or YouTube, could offer insights into any particular impacts that reviews may have on customer behavior on each platform. These suggestions aim to improve on the findings of the current study and explore new approaches to understand the factors that impact customer purchase decisions in the context of TikTok beauty product reviews.

5.3   Implication

5.3.1   Practical Implications

Beauty brand marketers in Indonesia can improve their marketing strategy for promoting beauty products on TikTok by using research findings to gain an understanding of the factors that impact consumer purchasing decisions. The study highlights that the perceived credibility, perceived authenticity, review quality, and review quantity to have a significant effect on purchase intentions and decisions. By implementing these methods, marketers can effectively attract and convert potential customers, thereby maximizing sales and ensuring sustainability for beauty brands in Indonesia.

Analyzing the previous needs-based segmentation further enhances the practical implications. The segmentation identified three primary consumer groups based on their needs: quality-based, price-based, and ingredient-based segments. For the quality-based segment, marketers should emphasize the high quality and reliability of products, using detailed and high-quality review content to appeal to this segment's preference for thorough

and authentic information. This strategy helps position the brand as a premium choice, fostering loyalty and justifying premium pricing, while providing buyers with assurance of product quality and performance. For the price-based segment, marketers should highlight affordability and value for money, using TikTok reviews to emphasize cost-effectiveness and promote special offers or discounts. This approach attracts cost-sensitive consumers and increases sales volume through competitive pricing strategies, offering buyers affordable beauty product options without compromising on quality. For the ingredient-based segment, marketers should focus on transparency and detailed information about product ingredients, using TikTok reviews to highlight the benefits of specific ingredients and their suitability for various skin types. This builds trust and credibility by demonstrating a commitment to ingredient transparency and product efficacy, providing buyers with in-depth information to make informed decisions based on their specific skincare needs and preferences.

By understanding and addressing the distinct needs of each segment, beauty brand marketers can create more personalized and effective marketing campaigns. This targeted approach not only improves customer satisfaction but also enhances brand loyalty and long-term profitability. For buyers, this segmentation ensures that they receive relevant and valuable information that aligns with their specific needs, making their purchasing decisions easier and more informed.

5.3.2   Theoretical Implications

This study contributes to the understanding of consumer behavior by identifying and confirming the significance of perceived credibility, perceived authenticity, review quality, and review quantity in influencing purchase decisions for beauty products on TikTok. This research enhances the existing literature by providing empirical evidence supporting the importance of these factors and their direct and indirect impacts on purchase decisions. Previous studies, such as Khaerunnisa (2024), have emphasized the importance of product reviews for local businesses to increase sales and benefit from customer behavior when selling beauty products. Most studies have focused on how celebrity endorsements impact beauty product purchasing decisions. This study stands out by evaluating the specific aspects of TikTok beauty product review videos that have the most significant impact on customer purchase decisions. Additionally, Palilingan et al. (2021) highlighted that online reviews

offer valuable information that can attract more customers, as they come from individuals who have purchased the product. By focusing on the actual consumer-generated content on TikTok, this study adds a nuanced understanding of how perceived credibility, perceived authenticity, review quality, and review quantity shape purchase intentions and decisions. Furthermore, this research broadens the theoretical framework of consumer purchase decision processes by integrating these variables into the context of TikTok beauty product reviews, thus offering a more comprehensive perspective on digital consumer behavior.

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APPENDIX A

INTERVIEW TRANSCRIPT AND CODING

Color Code

Color	Coding
#fce5cd	Perceived Credibility
#d9ead3	Review Quality
#f4cccc	Perceived Authenticity
#d0e0e3	Review Quantity

Preliminary Interview 1

Respondent 1 Profile

Name : Rachel Thalia

Age : 20

	Question/Answer	Coding
Researcher	Menurut kamu, apa yang bikin video review di TikTok unik dan berbeda dari platform lain?	
Respondent 1	kalau di tiktok kadang review produknya itu lebih terlihat kayak "real personal review" gitu.. karna kan biasa konten review yang dibuat sama si creator mirip2 sama genre konten yang mereka biasa buat.. sesuai sama personality mereka.. jadi terkesan bukan yang kayak scripted "jualan iklan gitu"	- Perceived Authenticity - Perceived Credibility
Researcher	Dengan durasi yang singkat pada video TikTok, gimana menurut kamu platform ini dapat meyakinkan orang untuk melakukan pembelian produk setelah menonton review?	
Respondent 1	walaupun durasi pendek tapi kalo orang yang ngasih review itu trusted kayak terkenal dan influential pasti lebih ngeyakinin.. di durasi yang singkat mereka bisa langsung straight to the point aja untuk nunjukin value dari produknya dan ya itu keknya udah cukup ditambah pasti kalo di tiktok bukan 1 orang aja yang review produk itu pasti di suggestion pencarian pas kita buka kolom komentar bakal ada review orang lain yg bisa kita liat biar makin percaya dan kadang dari komenan jg ada yg suka sharing gitu terkait produknya	- Perceived Credibility - Review Quantity

Researcher	Dari pengalaman kamu, apakah penonton dapat mempercayai dan merasa yakin hanya dengan menonton satu video review di TikTok, atau apakah mereka lebih cenderung mendapatkan keyakinan setelah menonton beberapa video dengan topik yang sama?	
Respondent 1	menurut aku pribadi sih, aku ga akan langsung percaya sama 1 konten review doang aku pasti bakal research lg buat liat konten2 review produk serupa biar aku lebih yakin lagi sih.. dan mostly klo komentar2 dari reviewnya cenderung sama bakal lebih berdampak ke akunya buat beli produk tsb.	• Review Quantity

Respondent 2 Profile

Name : Kimtania

Age : 21

	Question/Answer	Coding
Researcher	Menurut kamu, apa yang bikin video review di TikTok unik dan berbeda dari platform lain?	
Respondent 2	Menurut saya, hal yang membuat video review di TikTok unik dan berbeda dari platform lain adalah pendekatannya yang lebih santai dan kreatif. Di TikTok, pengguna memiliki keterbatasan waktu yang membuat mereka harus singkat dan langsung ke intinya dalam menyampaikan review. Ini memaksa mereka untuk menyampaikan informasi secara padat namun menarik, tanpa membuang-buang waktu.	• Review Quality
Researcher	Dengan durasi yang singkat pada video TikTok, gimana menurut kamu platform ini dapat meyakinkan orang untuk melakukan pembelian produk setelah menonton review?	
Respondent 2	Meskipun durasi video di TikTok terbatas, fitur komentar dan interaksi komunitas di TikTok memungkinkan penonton untuk bertanya langsung kepada reviewer atau memberikan umpan balik tentang produk tersebut. Hal ini menciptakan kesempatan untuk menjawab pertanyaan atau kekhawatiran potensial dari penonton dan membangun kepercayaan dalam produk yang direview.	• Perceived Authenticity
Researcher	Dari pengalaman kamu, apakah penonton dapat mempercayai dan merasa yakin hanya dengan menonton	

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	satu video review di TikTok, atau apakah mereka lebih cenderung mendapatkan keyakinan setelah menonton beberapa video dengan topik yang sama?	
Respondent 2	Berdasarkan pengalaman saya, penonton cenderung mendapatkan keyakinan yang lebih kuat setelah menonton beberapa video dengan topik yang sama daripada hanya satu video review di TikTok. Ini karena melalui menonton beberapa video, penonton memiliki kesempatan untuk melihat berbagai sudut pandang, pengalaman, atau informasi yang berbeda tentang produk atau topik yang sama.	● Review Quantity

Respondent 3 Profile

Name : Feysa Aura

Age : 21

	Question/Answer	Coding
Researcher	Menurut kamu, apa yang bikin video review di TikTok unik dan berbeda dari platform lain?	
Respondent 3	dapat dikemas dengan hal yang menarik seperti dance viral, dan juga algoritma TikTok yang otomatis lebih terarah kepada target audience dibandingkan dengan platform yang lainnya. Reviewer di tiktok juga lebih bisa dipercaya karena tiap reviewer ada segmennya masing-masing yang keliatan mereka emang paham.	● Review Quality ● Perceived Credibility
Researcher	Dengan durasi yang singkat pada video TikTok, gimana menurut kamu platform ini dapat meyakinkan orang untuk melakukan pembelian produk setelah menonton review?	
Respondent 3	"hook" yang kuat di judul atau awal penyampaian video dari si reviewer, bisa berupa kata (tulisan) atau penuturan	● Review Quality
Researcher	Dari pengalaman kamu, apakah penonton dapat mempercayai dan merasa yakin hanya dengan menonton satu video review di TikTok, atau apakah mereka lebih cenderung mendapatkan keyakinan setelah menonton beberapa video dengan topik yang sama?	
Respondent 3	keyword atau messaging yang diulang ulang biasanya dapat menjadi pengaruh besar karna otomatis akan menajadi top of mind di customer atau audiens	● Review Quantity

Respondent 4 Profile

Name : Danniella

Age : 20

	Question/Answer	Coding
Researcher	Menurut kamu, apa yang bikin video review di TikTok unik dan berbeda dari platform lain?	
Respondent 4	video review singkat padat dan jelas nya dibanding platform lain yang lebih panjang-panjang	• Review Quality
Researcher	Dengan durasi yang singkat pada video TikTok, gimana menurut kamu platform ini dapat meyakinkan orang untuk melakukan pembelian produk setelah menonton review?	
Respondent 4	semakin videonya singkat dan informasinya diringkas sesingkat mungkin semakin ningkatin viewers untuk betah di video tersebut dan tonton videonya sampe akhir dan muncul ketertarikan untuk beli	• Review Quality
Researcher	Dari pengalaman kamu, apakah penonton dapat mempercayai dan merasa yakin hanya dengan menonton satu video review di TikTok, atau apakah mereka lebih cenderung mendapatkan keyakinan setelah menonton beberapa video dengan topik yang sama?	
Respondent 4	harusnya sih kumpulan dari beberapa review video untuk sampai ke pembelian produknya karena harus comparison juga apalagi kl beauty product kan tiap orang beda2 (skin type, shade, dll)	• Review Quantity

Respondent 5 Profile

Name : Yasinta Oktaviana

Age : 21

	Question/Answer	Coding
Researcher	Menurut kamu, apa yang bikin video review di TikTok unik dan berbeda dari platform lain?	
Respondent 5	dibuat bridging yang bagus dulu sebelum review barang tersebut, sehingga cara reviewnya unik. kadang juga banyak review jujur yang muncul di fyp dari orang yang benar benar pake produk itu tanpa dibayar, karna kebanyakan kalau di instagram kami hanya liat story selebgram yg kami kenal dan kebanyakan mereka	• Perceived Authenticity

	dibayar oleh brand tersebut, jadi jarang ada review jujur	
Researcher	Dengan durasi yang singkat pada video TikTok, gimana menurut kamu platform ini dapat meyakinkan orang untuk melakukan pembelian produk setelah menonton review?	
Respondent 5	cara promosi yang dibuat sekreatif mungkin, video yang enak ditonton dan tidak makan waktu banyak untuk nontonnya	● Review Quality
Researcher	Dari pengalaman kamu, apakah penonton dapat mempercayai dan merasa yakin hanya dengan menonton satu video review di TikTok, atau apakah mereka lebih cenderung mendapatkan keyakinan setelah menonton beberapa video dengan topik yang sama?	
Respondent 5	lebih yakin ketika menonton beberapa video dengan topik yang sama, karna ada beberapa infomasi yang tidak ada jika ditonton hanya di 1 video, jadi kolaborasi antar video diperlukan untuk melangkapi informasi yang dibutuhkan	● Review Quantity

Respondent 6 Profile

Name : Qiraina

Age : 20

	Question/Answer	Coding
Researcher	Menurut kamu, apa yang bikin video review di TikTok unik dan berbeda dari platform lain?	
Respondent 6	Video dengan kondisi before after yang dibuat oleh reviewer terutama kalo buat beauty product ya, dibutuhin banget sama viewers terus di tiktok bisa nampilin itu secara cepet.	● Review Quality
Researcher	Dengan durasi yang singkat pada video TikTok, gimana menurut kamu platform ini dapat meyakinkan orang untuk melakukan pembelian produk setelah menonton review?	
Respondent 6	Melihat sentimen audiens di kolom komentar yang terkait produk sehingga terlihat seperti honest review	● Perceived Authenticity
Researcher	Dari pengalaman kamu, apakah penonton dapat mempercayai dan merasa yakin hanya dengan menonton satu video review di TikTok, atau apakah mereka lebih	

	cenderung mendapatkan keyakinan setelah menonton beberapa video dengan topik yang sama?	
Respondent 6	Menurut saya keputusan pembeli dilakukan lebih banyak setelah melihat beberapa video, hal ini mungkin dilakukan untuk melihat konsistensi dari ulasan pengguna produk	● Review Quantity

Respondent 7 Profile

Name : Tyara Zeta

Age : 20

	Question/Answer	Coding
Researcher	Menurut kamu, apa yang bikin video review di TikTok unik dan berbeda dari platform lain?	
Respondent 7	karena pengemasannya biasanya lumayan efektif durasinya, ga kaya kl nonton di youtube yg lama dan banyak bertele-tele. di tiktok biasanya lebih jelas.	● Review Quality
Researcher	Dengan durasi yang singkat pada video TikTok, gimana menurut kamu platform ini dapat meyakinkan orang untuk melakukan pembelian produk setelah menonton review?	
Respondent 7	Karena tiktok kebanyakan orang indonesia susah fokus jadi lumayan efektif konsep video pendek yang disampain secara cepet buat orang indo yang pengen cepet-cepet dapat info	● Review Quality
Researcher	Dari pengalaman kamu, apakah penonton dapat mempercayai dan merasa yakin hanya dengan menonton satu video review di TikTok, atau apakah mereka lebih cenderung mendapatkan keyakinan setelah menonton beberapa video dengan topik yang sama?	
Respondent 7	aku sih harus nonton banyak video dulu, soalnya gampang keracunan kalo ngeliat semua org reviewnya bagus. contoh aku beli instaperfect cushion krn hampir di battle cushion semua org rata raya instaperfect top 3.	● Review Quantity

Respondent 8 Profile

Name : Naja

Age : 21

	Question/Answer	Coding
Researcher	Menurut kamu, apa yang bikin video review di TikTok unik dan berbeda dari platform lain?	
Respondent 8	Karena gen z kebanyakan di tiktok, jadi tren tiktok juga jauh makin berkembang dibanding aplikasi lain yang bikin beda dari platform lain. Ada banyak tipe beauty reviewer yang punya branding masing-masing dengan bidang expertisenya di tiktok dan lebih bisa dipercaya kalo reviewnya jujur, karena kalau di review Instagram, semua reviewer terlihat sama, monoton dan gak punya branding yang unik	● Perceived Credibility ● Perceived Authenticity
Researcher	Dengan durasi yang singkat pada video TikTok, gimana menurut kamu platform ini dapat meyakinkan orang untuk melakukan pembelian produk setelah menonton review?	
Respondent 8	Dengan adanya comparison satu produk dengan produk lain, terus mereka juga langsung try-on produk dan gak bertele-tele ngejelasinnya seperti youtube. Faktor lain itu cara reviewer menyampaikan konten, reviewer menunjukan bahwa dia sudah repurchase produk jadi memperkuat review bahwa produknya beneran bagus. Sama kalo productnya direview sama reviewer yang dikenal banyak orang, biasanya akan lebih dipercaya	● Argument Quality ● Perceived Authenticity ● Perceived Credibility
Researcher	Dari pengalaman kamu, apakah penonton dapat mempercayai dan merasa yakin hanya dengan menonton satu video review di TikTok, atau apakah mereka lebih cenderung mendapatkan keyakinan setelah menonton beberapa video dengan topik yang sama?	
Respondent 8	Kalo aku harus nonton berkali-kali biar yakin banget. Walaupun sudah menonton review dari reviewer yang punya kredibilitas tinggi, aku tetap butuh banyak review dari orang lain untuk memperkuat hal tersebut	● Review Quantity

Respondent 9 Profile

Name : Anjelita

Age : 20

	Question/Answer	Coding
Researcher	Menurut kamu, apa yang bikin video review di TikTok unik dan berbeda dari platform lain?	

Respondent 9	Karena review tiktok dibikin kaya orang ngomong ke temen, Jadi membuat kesan lebih dekat dengan penonton. Sedangkan kalau review di Instagram, videonya terlihat bagus dan niat, jadi kaya iklan di TV	● Perceived Authenticity
Researcher	Dengan durasi yang singkat pada video TikTok, gimana menurut kamu platform ini dapat meyakinkan orang untuk melakukan pembelian produk setelah menonton review?	
Respondent 9	Dengan mention durasi promo yang pendek dari produk yang di review, jadi bikin orang buru-buru beli. Reviewer biasanya suka membuat video review lanjutan dari pertanyaan di komen (menanyakan antara 2 produk) tapi tetap menonjolkan produk yang dia diendorse, tapi agar tidak terlalu terlihat dia compare dengan produk lain. review tiktok lebih tepercaya karena dibantu komen yang ada. komen di ig terlihat tidak natural dan seperti buzzer. sedangkan komen di tiktok terlihat meyakinkan karena menggunakan bahasa sehari-hari jadi lebih natural. Hal lain itu reviewer memberikan informasi untuk membantu guide penonton seperti informasi jenis kulit, kondisi kulit, yang membuat penonton bisa menyimpulkan apakah produk tersebut juga bisa cocok di kulitnya	● Review Quality ● Perceived Authenticity
Researcher	Dari pengalaman kamu, apakah penonton dapat mempercayai dan merasa yakin hanya dengan menonton satu video review di TikTok, atau apakah mereka lebih cenderung mendapatkan keyakinan setelah menonton beberapa video dengan topik yang sama?	
Respondent 9	Aku gabisa nonton dari cuman satu reviewer, walaupun itu reviewer yang aku percaya, aku tetep harus nonton banyak video dari yang lain karena kondisi kulit orang beda-beda, butuh banyak insight untuk memastikan bahwa produk tersebut dapat cocok di kulit penonton juga. Aku juga butuh banyak komparasi review produk dari banyak orang	● Review Quantity

Respondent 10 Profile

Name : Nabila

Age : 21

	Question/Answer	Coding
Researcher	Menurut kamu, apa yang bikin video review di TikTok unik dan berbeda dari platform lain?	

Respondent 10	Soalnya di sediakan kayak live streaming buat orang yang jualan di tiktok, jadi mereka itu bisa spill langsung dan kita bisa nonton langsung sekaligus nanya di kolom komentar tiktok live jadi lebih terpercaya. Terus bisa langsung belanja di keranjang kuning nya dengan banyak diskon yang di tawarkan.	● Perceived Authenticity
Researcher	Dengan durasi yang singkat pada video TikTok, gimana menurut kamu platform ini dapat meyakinkan orang untuk melakukan pembelian produk setelah menonton review?	
Respondent 10	Mungkin dari cara dia menyampaikan pesan terkait dari produk yang mereka review atau dengan mereka sekilas menggunakan produk tersebut yang ditunjukkan ke konsumen. Menurut pendapat saya, walaupun video yang singkat, tetapi penyampaian dan alur video yang bagus itu akan cukup mempengaruhi pembelian produk	● Review Quality
Researcher	Dari pengalaman kamu, apakah penonton dapat mempercayai dan merasa yakin hanya dengan menonton satu video review di TikTok, atau apakah mereka lebih cenderung mendapatkan keyakinan setelah menonton beberapa video dengan topik yang sama?	
Respondent 10	Menurut pendapat saya, mereka lebih cenderung mendapatkan keyakinan setelah menonton beberapa video dengan topik yang sama. Kolaborasi tersebut akan memperkuat apabila banyak reviewer yanh memang me review produk tersebut, sehingga konsumen itu merasa mendapatkan banyak insight dari apa yang mereka tonton di berbagai reviewer. Karena setiap reviewer akan memiliki pendapat dan review yang berbeda terkait produk tersebut. Hal itu akan membuat konsumen untuk menentukan apakah produk tersebut akan layak mereka beli atau tidak	● Review Quantity

APPENDIX B

QUESTIONNAIRE

Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Produk Kecantikan Melalui Video Review TikTok

Halo! Saya Neysa Shifra mahasiswa tingkat akhir di SBM ITB. Saat ini, saya sedang melakukan penelitian untuk tugas akhir berjudul "**Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Produk Kecantikan Melalui Video Review TikTok**". Hasil kuesioner kemudian akan menjadi alat untuk membantu saya dalam melakukan penelitian.

Kriteria responden untuk survey ini :
1. Pernah menonton video review produk kecantikan di TikTok
2. Pernah membeli setidaknya satu produk kecantikan setelah menonton video review produk kecantikan di TikTok

Mohon luangkan waktu 3-5 menit Anda untuk mengisi survey ini. Jika Anda memiliki pertanyaan atau masalah dalam pengerjaan survey ini, jangan ragu untuk menghubungi saya.
(Line ID: nerata | neysa_shifra@sbm-itb.ac.id).

Terima kasih! 🙏 (ˆ▽ˆ)

nera.shifra@gmail.com Switch account
🖂 Not shared

* Indicates required question

Nama/Inisial *

Your answer

Usia *

○ 15-17
○ 18-21
○ 22-24

Jenis Kelamin *

○ Perempuan
○ Laki-laki

Pekerjaan *

○ Pelajar
○ Mahasiswa
○ Pengusaha
○ Karyawan (negeri/swasta)
○ Other: _____

Penghasilan per bulan *

○ Rp0 - 1.000.000
○ Rp2.000.000 - 3.000.000
○ Rp4.000.000 - 5.000.000
○ >Rp5.000.000

Domisili *

○ Bandung
○ Jakarta
○ Semarang
○ Surabaya
○ Yogyakarta
○ Tangerang
○ Depok
○ Bekasi
○ Bogor
○ Other: _____

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Behavioral

Video Review Beauty Product di Tiktok
Video review produk kecantikan di TikTok adalah klip singkat di mana pengguna berbagi pendapat dan pengalaman mereka dengan berbagai produk kecantikan, seperti makeup, produk perawatan kulit, produk perawatan rambut, dan lain-lain. Biasanya, video-video ini menampilkan individu yang menggunakan produk, memperlihatkan efeknya, dan memberikan komentar tentang kinerja, kualitas, dan nilai produk tersebut. Para peninjau sering memberikan tips tentang cara menggunakan produk secara efektif dan membandingkannya dengan barang sejenis lainnya.

Berikut adalah contoh video review beauty product di Tiktok.
https://vt.tiktok.com/ZSYNmD44a/
https://vt.tiktok.com/ZSYNmPue7/
https://vt.tiktok.com/ZSYNmmaw1/

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Bagaimana Anda pertama kali mengetahui tentang review produk kecantikan di TikTok? *

☐ Saya menemukannya secara kebetulan di FYP TikTok

☐ Direkomendasikan oleh teman atau keluarga

☐ Melalui pencarian di TikTok saat mencari produk tertentu

☐ Melalui promosi di platform media sosial lain

☐ Saya tidak ingat bagaimana saya pertama kali mengetahuinya

Apakah Anda langsung percaya terhadap video review produk kecantikan di TikTok? *

○ Ya

○ Tidak

○ Mungkin

Apa alasan utama Anda menggunakan Tiktok? *

☐ Untuk hiburan

☐ Untuk bisnis

☐ Untuk mendapatkan informasi atau pengetahuan

☐ Untuk mengikuti tren atau challenge

☐ Untuk memposting konten saya sendiri

Jenis produk kecantikan apa yang telah Anda beli setelah menonton video review * di TikTok?

☐ Makeup (lipstick, mascara, powder, eyeshadow, blush on, eyeliner)

☐ Skincare (sunscreen, toner, serum, masker wajah, moisturizer)

☐ Hair care (masker rambut, minyak rambut, serum rambut, hair spray)

☐ Body care (body lotion, body serum, body scrub, body oil, body mist)

Urutkan dari 1 sampai 7, fitur-fitur berikut ini yang paling penting bagi Anda ketika * membeli produk kecantikan
Urutkan dari 1 sampai 7 dan pilih nomor berbeda untuk tiap pilihan
1 : Paling Penting
7 : Paling Tidak Penting

	1	2	3	4	5	6	7
Harga	○	○	○	○	○	○	○
Kemasan	○	○	○	○	○	○	○
Daya tahan Produk	○	○	○	○	○	○	○
Kualitas	○	○	○	○	○	○	○
Bahan	○	○	○	○	○	○	○
Reputasi Merek	○	○	○	○	○	○	○
Ketersediaan Produk	○	○	○	○	○	○	○

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Independent Variables

Saya percaya bahwa orang yang membuat video review tentang produk kecantikan di Tiktok dapat dipercaya *

Sangat Tidak Setuju   1 ○ 2 ○ 3 ○ 4 ○ 5 ○   Sangat Setuju

Saya percaya bahwa orang yang membuat video review tentang produk kecantikan di Tiktok dapat diandalkan *

Sangat Tidak Setuju   1 ○ 2 ○ 3 ○ 4 ○ 5 ○   Sangat Setuju

Saya percaya bahwa orang yang membuat video review tentang produk kecantikan di Tiktok kredibel *

Sangat Tidak Setuju   1 ○ 2 ○ 3 ○ 4 ○ 5 ○   Sangat Setuju

Saya percaya bahwa orang yang membuat video review memiliki pengalaman terhadap produk kecantikan yang dibahas *

Sangat Tidak Setuju   1 ○ 2 ○ 3 ○ 4 ○ 5 ○   Sangat Setuju

Video review produk kecantikan di Tiktok memberi saya informasi yang autentik * (original)

Sangat Tidak Setuju   1 ○ 2 ○ 3 ○ 4 ○ 5 ○   Sangat Setuju

Video review produk kecantikan di Tiktok memberi saya informasi yang natural *

Sangat Tidak Setuju   1 ○ 2 ○ 3 ○ 4 ○ 5 ○   Sangat Setuju

Video review produk kecantikan di Tiktok memberi saya informasi yang asli * (genuine)

Sangat Tidak Setuju   1 ○ 2 ○ 3 ○ 4 ○ 5 ○   Sangat Setuju

Video review produk kecantikan di Tiktok memberi saya informasi yang sebenar- * benarnya

Sangat Tidak Setuju   1 ○ 2 ○ 3 ○ 4 ○ 5 ○   Sangat Setuju

Video review produk kecantikan di Tiktok memiliki isi konten yang jelas *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Video review produk kecantikan di Tiktok memiliki isi konten yang dapat dimengerti *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Video review produk kecantikan di Tiktok memiliki isi konten yang sangat membantu *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Pemberi review memberikan informasi detail mengenai produk kecantikan di video review Tiktok *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Informasi video review mengenai produk kecantikan di Tiktok relevan dengan pencarian saya *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Jumlah informasi dari video review produk kecantikan di Tiktok tergolong banyak *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Jumlah video review di Tiktok yang banyak menandakan bahwa produk kecantikan tersebut populer *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Jumlah video review di Tiktok yang banyak menandakan bahwa produk kecantikan tersebut memiliki kualitas yang bagus *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Jumlah informasi mengenai produk kecantikan di Tiktok cukup untuk memuaskan kebutuhan saya dalam mencari informasi *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

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Dependant Variables

Setelah menonton video review produk kecantikan di Tiktok, saya jadi ingin membeli produk tersebut *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Saya akan mempertimbangkan untuk membeli produk setelah saya menonton video review produk kecantikan di Tiktok *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Saya berniat untuk mencoba produk yang dibahas dalam video review produk kecantikan di Tiktok *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Di masa depan, saya berniat untuk membeli produk yang dibahas dalam video review produk kecantikan di Tiktok *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Saya seringkali menonton video review produk kecantikan dari konsumen lain di Tiktok untuk mengetahui produk apa yang disukai orang lain *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Untuk memastikan saya membeli produk yang tepat, saya sering menonton video review produk kecantikan yang dibuat konsumen lain di Tiktok *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Saya sering menonton video review produk kecantikan konsumen lain di Tiktok untuk membantu saya memilih produk yang tepat *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Ketika saya membeli suatu produk, video review produk kecantikan konsumen lain di Tiktok membuat saya yakin untuk membeli produk tersebut *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Saya khawatir menonton video review produk kecantikan di Tiktok membuat saya mengeluarkan uang secara berlebihan (overspend) *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Saya khawatir bahwa produk kecantikan tersebut mungkin tidak sebanding dengan uang yang saya keluarkan *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Saya mungkin tidak mendapatkan kualitas yang sesuai dari produk yang saya beli *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Saya mungkin akan kecanduan membeli produk kecantikan setelah menonton video review di Tiktok *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Video review produk kecantikan di Tiktok memudahkan saya dalam membuat keputusan pembelian *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Video review produk kecantikan di Tiktok meningkatkan efektivitas saya dalam membuat keputusan pembelian *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Video review produk kecantikan di Tiktok memotivasi saya untuk melakukan tindakan pembelian *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

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