THE EFFECT OF TIKTOK SOCIAL MEDIA INFLUENCER, BRAND IMAGE, AND LIFESTYLE ON PURCHASE INTENTION OF LOCAL SKINCARE PRODUCTS

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Abstract: This study aims to answer three main objectives. The first is to find out the effectiveness of Tiktok social media influencer endorsements in advertising local skincare products on Tiktok, the influence of Tiktok social media influencers, brand image, and lifestyle on the purchase intention of local skincare products, and managerial implications that can be applied to the local skincare industry. This research was conducted in September and October 2022. The data used in this study came from a questionnaire survey with a Likert scale submitted via a Google form and conducted in Indonesian. Purposive sampling is the selection technique (respondents) used. SEM-PLS is used to process and evaluate data. The survey consisted of 250 respondents, and the findings indicated that each element had a large impact on respondents' intention to purchase local skincare. This research shares an overview and insight that skincare manufacturers can leverage influencer endorsement by using influencers who match the product category they advertise, namely skincare, have good knowledge, an attractive personality, and a positive image.

Keywords: brand image, influencer, lifestyle, purchase intention, tiktok social media

***Abstrak:** Penelitian ini bertujuan untuk menjawab tiga tujuan utama. Pertama untuk mengetahui efektivitas endorsement influencer media sosial tiktok dalam mengiklankan produk skincare lokal di tiktok, pengaruh influencer media sosial tiktok, Brand Image, dan Life Style terhadap Purchase Intention produk skincare lokal dan Implikasi Manajerial yang dapat diterapkan bagi industri skincare lokal. Penelitian ini dilakukan September dan Oktober 2022. Data yang digunakan dalam penelitian ini berasal dari survei kuesioner dengan skala Likert yang disampaikan melalui Google formulir dan dilakukan dalam bahasa Indonesia. Purposive sampling adalah teknik pemilihan (responden) yang digunakan. SEM-PLS digunakan untuk mengolah dan mengevaluasi data. Survei tersebut terdiri dari 250 responden, dan temuan menunjukkan bahwa setiap elemen berdampak besar pada niat responden untuk membeli perawatan kulit lokal. Penelitian ini memberikan gambaran dan wawasan bahwa produsen skincare dapat melakukan endorsement influencer dengan kriteria influencer berkategori yang sama dengan produk yang diiklannya yaitu skincare, influencer memiliki pengetahuan yang baik, memiliki kerpibadian yang menarik dan citra yang positif.*

***Kata kunci:** brand image, influencer, lifestyle, purchase intention, media sosial tiktok*

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INTRODUCTION

The development of the TikTok application is an opportunity for entrepreneurs or marketers to promote their products. The social media phenomenon TikTok has become digital marketing, and online businesses do not want to be outdone by competing in marketing their products (Fitri and Dwiyanti, 2021). This is evidenced by the many advertisements that have started to appear as well as online stores that have begun to market their products through Tiktok content. Skincare is one of the most widely advertised products on TikTok.

The development of the beauty industry in the country in 2021 will continue to experience significant growth even in the midst of the COVID-19 pandemic. High consumer demand of up to 70 percent has made Indonesia considered one of the largest skin care markets in the world. Users of beauty products who initially only glanced at decorative cosmetics are now starting to realize that their skin also requires maximum care. This is what makes the popularity of skin care products or skin care began to rise (Sumarwan, 2003). In the future, it is believed that the share of the skincare market in Indonesia still has the potential to grow in line with the growing trend of using skin care. In order to increase brand recognition and assist customers in comprehending the features and benefits of a good or service, advertising endorsers play a crucial role (Hsinkuang Chi et al. 2011). Because they provide interaction with a lot of potential customers quickly and at a lower cost than traditional advertising, influencers in particular have grown to be crucial marketing communication tools (Erkan and Evans, 2016). Given how frequently these social media platforms are used, it is not surprising that influencers have replaced conventional opinion leaders as young consumers' go-to information sources, serving as brand ambassadors for a range of products and services (Zhao et al. 2020).

Influencers concentrate on narrowly defined topics (Rahman et al. 2019). Another important element is the product's brand image. Kapferer (2008) defined brand image as the perception and belief that customers have, including how those perceptions and beliefs are reflected in associations that consumers make. The image that a brand creates through its social media influencers encourages brand loyalty and helps to foster strong bonds with its most valuable clients. Consumer impressions of a product's image can be influenced by influencers, which in turn affects consumers' intentions to buy. This is in line with a study done by Hariyanti and Wirapraja (2018), who claim that using social media and influencer marketing is a suitable marketing technique in the present era. In addition, influencer marketing plays a role in increasing brand awareness and brand image of the product, and the research from Winnie and Wulan (2021), that influencer marketing influences the brand image of Bittersweet by Najla through the Tiktok platform so that consumer confidence in the product increases.

The number of Bittersweet by Najla followers through the TikTok platform is dominated by Generation Z and are female, so this factor can have an influence on consuming the advertisement. Social media influencers according to Solomon (2017) can influence consumer perceptions of products. The higher the consumer perception according to Ateke (2013), the higher the brand image of the product used by influencers. Brands that have a good image can increase consumer confidence in products and brand loyalty.

According to Wang and Tsai (2014), brand image can boost consumers' desire to make a purchase. Despite the rise in popularity of digital influencers as a tool for brand communication in recent years, there is still much to learn about how they can form relationships with their followers that affect how they feel and act toward the products they promote (Jiménez and Sánchez-Fernández, 2019). Influencers are also one of the underlying changes in people's lifestyles. People are increasingly not only seeing testimonial content from products but also personal content displayed by influencers. Mahdia (2018) claims that social media influencers frequently use things that suit their lifestyle and post reviews on social media. Influencers can recommend things that people will want to buy by giving them positive reviews. Social media users unintentionally view celebrities as lifestyle role models because they can draw comparisons between themselves and influencers through social media (Lou and Xie, 2020).

On TikTok's social media channels, influencers produce and distribute material pertaining to particular interests or areas of expertise (such as fashion, food, or beauty). To stay current on news and trends, people and customers with particular interests can follow and communicate with influencers in those sectors.

"Lifestyle is a person's lifestyle which is expressed in activities, interests, and opinions" (Sumarwan, 2003). A person's lifestyle can have an effect on their purchasing behavior, which has a comparatively substantial influence. (Hsu and Chang, 2008).

The purpose of this study is to evaluate the efficiency of Tiktok social media influencers in promoting local skincare products on Tiktok, as well as the impact of Tiktok influencers, brand image, and lifestyle on purchase intention for local skincare products, in order to develop managerial implications that can be used by the skincare industry in Tiktok advertising activities. This research is expected to be useful for various parties, especially for business owners can find out the right endorser recommendations so as to increase consumer purchases, for educational institutions can be used as sources of information and as a literature review for further research, for researchers, as information and comparison material to continue the next research.

METHODS

This research was conducted from September 2022 to November 2022. The data used in this study consisted of primary data and secondary data. Primary data were obtained from filling out questionnaires by respondents in the Greater Jakarta area by distributing questionnaires online in the form of a Google form to respondents. Secondary data were obtained indirectly or archival research that contains past events such as journals, books, statistical data, and the internet. The voluntary sampling method was used during the sampling process. The formula from Hair et al. (2006) was used to calculate the number of samples for this study. The minimal sample size for SEM is determined by: (Number of indicators) x (5 to 10 times). This study has a total of 37 indicators, variable influencer has 13 indicators, variable brand image has 9 indicators, variable lifestyle has 9 indicators, and variable purchase intention has 4 indicators, so the number of samples needed is at least 5 x 37 = 180 samples. This study used an instrument in the form of a questionnaire containing a list of research questions, each question on the questionnaire was calculated using a Likert scale and given a scale of 1 (one) to 5 (five). The analytical approach uses Structural Equation Modeling (SEM-PLS).

The development of the skincare industry which continues to increase causes increasingly rapid business competition. Companies must make a strategy in running their business, in order to compete in the market. One way is through the promotion strategy. The development of the TikTok application is an opportunity for entrepreneurs or marketers to promote their products. The social media phenomenon TikTok has become digital marketing, and online businesses do not want to be outdone by competing in marketing their products (Fitri & Dwiyanti, 2021). This is evidenced by the many advertisements that have started to appear as well as online shops that have started to market their products through Tiktok content (Oktavia, 2021).

The many innovations in skincare products, both domestic, Korean, and Western, give consumers many choices to choose skin care products. This makes marketers try to advertise their products as attractively as possible in order to attract the attention of consumers, one of which is by using influencer endorsements. From the background and phenomena described, The hypothesis (Figure 1) proposed in this study is as follows:

H1: Influencers have a positive and significant effect on Purchase Intention

H2: Influencers have a positive and significant effect on brand image

H3: Influencers have a positive and significant effect on lifestyle

H4: Brand Image has a positive and significant effect on Purchase Intention

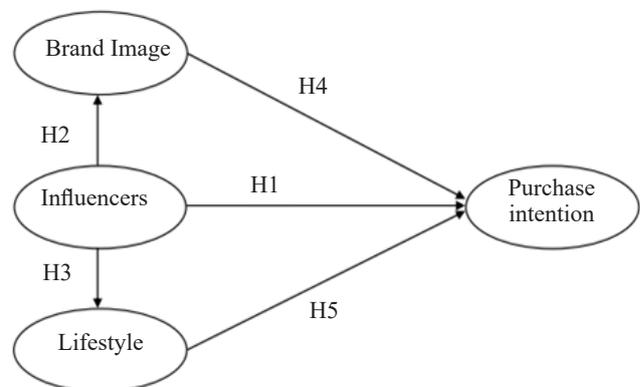H5: Lifestyle has a significant positive effect on Purchase intention

Figure 1. Research model

RESULTS

Characteristics of Respondents

The sample in this study are women who live in the Jabodetabek area and actively use the social media TikTok. The total number of respondents in this study amounted to 250 respondents. Questions about the demographic characteristics of the respondents provided included age, domicile, education level, occupation, income, and monthly expenses for skin care. Table 1. Respondent data shows that skin care users are dominated by respondents who are in the age range of 21-25 years (38.8%) and then 17-20 years (27.6%) the age range according to the majority of TikTok users who are dominated by the young generation. Based on occupation, 42.8% were dominated by private employees, with a level of 5 Bachelor's degree (51.2%). Furthermore, based on income per month, it is dominated by the range of IDR 3,000,000- IDR 5,000,000 (30.8)%. Spending per month for skincare purposes is dominated by the range of IDR 100,000 to IDR 500,000 (39.2%). The characteristics of each demographic are shown in Table 1.

Table 1. Characteristics of respondents

Characteristics	Information	Total	Percentage (%)
Age	17-20 Years	69	27.6
	21-25 Years	97	38.8
	26-30 Years	63	25.2
	31-35 Years	16	6.4
	36-40 Years	5	2
Domichile	DKI Jakarta	70	28
	Bogor	111	44.4
	Depok	20	8
	Tangeran	32	12.8
	Bekasi	17	6.8
Education	High School	100	40
	Diploma	9	3.6
	Bachelor	128	51.2
	Master	11	4.4
	Doctor	2	0.8
Work	Students	97	38.8
	Private Employees	107	42.8
	Civil Servants	4	1.6
	Entrepreneurs	25	10
	Others	17	6.8
Monthly Income	<Rp 1,000,000	63	25.2
	Rp 1,000,000 – Rp 3,000,000	77	30.8
	Rp 3,000,000 – Rp 5,000,000	56	22.4
	Rp 5,000,000 – Rp 7,000,000	38	15.2
	>Rp 7,000,000	16	6.4
Monthly Income (for Skincare)	Rp 100,000 – Rp 500,000	98	39.2
	Rp 500,000 – Rp 1,000,000	87	34.8
	Rp 1,000,000 – Rp 1,500,000	43	17.2
	Rp 1,500,000 – Rp 2,000,000	13	5.2
	>Rp 2,000,000	9	3.6

SEM Analysis of PLS Social Media Influencer Tiktok, Brand Image, Life Style Against Purchase Intention

The study's latent variables consisted of four variables, Tiktok social media influencers, brand image, and lifestyle against purchase intention. Both the inner and outside models the structural model and the measurement model were assessed in order to carry out the test.

Measurement Model Evaluation (Outer Model)

The parameters of the measuring model (or outer model) are evaluated by assessing the reliability of the convergence. The convergent validity test is supported by the loading factor value and Average Variance Extracted (AVE). A summary of the conclusions based on data processing with the help of the Smart PLS program can be seen in some of the outer model photographs. Figure 2 displays the findings from the examination of the first outer model.

According to the outcomes of the model estimation in Figure 2, the indicators already have a loading factor value >0.7, which suggests that all of the indicators in the study may be declared to be legitimate for measuring the variables. The average variance extracted (AVE) value for each variable as well as the loading factor value for each indicator will be examined during the convergent validity test. A variable's condition is deemed to be true if its AVE value is higher than 0.50. With this score, the variance indication can be explained by at least 50%. Table 2 demonstrates that the AVE value is greater than 0.5, indicating that each of the used indicators has a very high validity value. The discriminant validity test comes next. The AVE square root value and the correlation between the constructs, as indicated in Table 3, can be compared to perform the discriminant validity test.
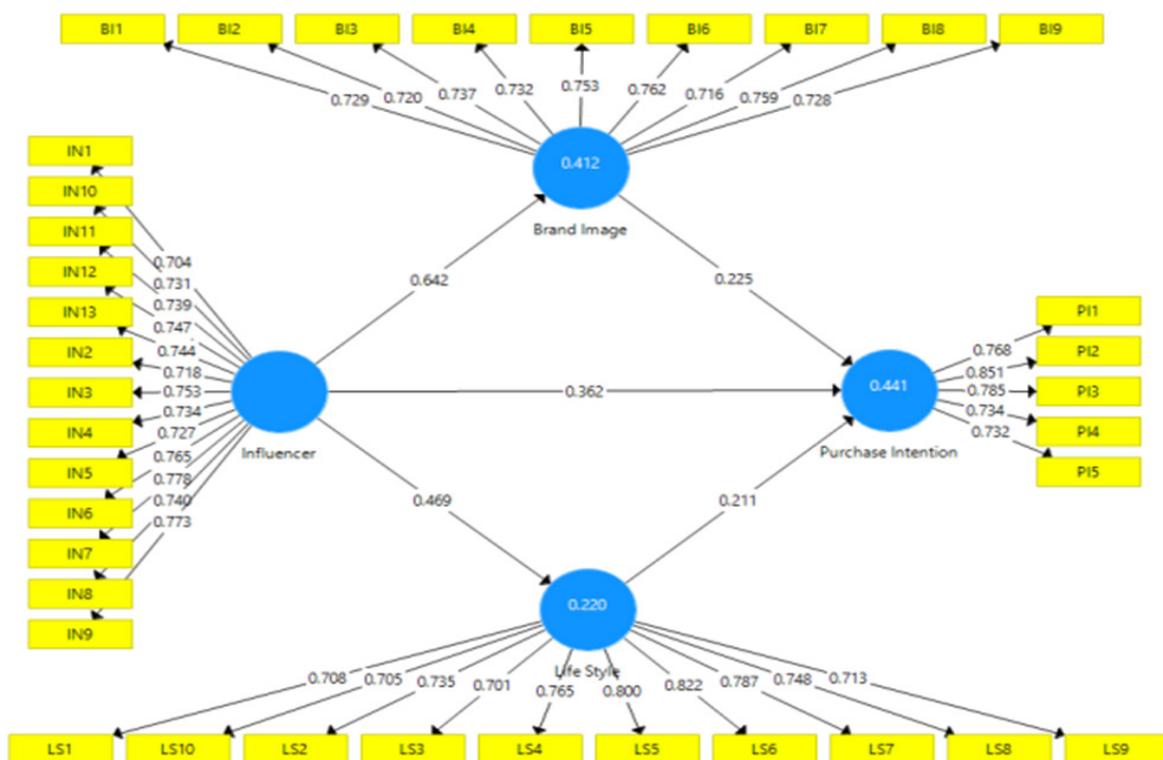

Figure 2. Hasil outer model

Table 2. Construct validity and reliability

Variable	Average Variance Extract (AVE)	Information
Influencer	0.656	Valid
Brand Image	0.579	Valid
Lifestyle	0.644	Valid
Purchase Intention	0.700	Valid

The results of the discriminant validity test (Table 3) demonstrate that the model utilized in this study satisfies the requirements for discriminant validity. All variables have values for the correlations to other latent variables as well as the square roots of the average variance extracted (AVE). The reliability test was then conducted. The standards used to evaluate dependability include Cronbach's alpha and composite reliability. In Table 4, it can be seen that based on the value of Cronbach's alpha the latent variable used is reliable because it is more than 0.7. composite reliability results have an overall value >0.6. so that it can be said that all variables in this study have good reliability and are fulfilled.

Evaluation of Assessment on the Structural Model Test (Inner Model)

By examining the R2 value for each endogenous latent variable, one may use the SmartPLS tool to assess the structural model's predictive power (Ghozali and Latan, 2015). The R2 values demonstrate how the independent variables have an impact on the dependent variable. The Table 5 shows the outcomes of this calculation of R2. The R-Square value on the influence of influencers on brand image is 0.412. According to this statistic,

influencers have a 41.2% influence on brand image, with other factors having a 58.8% influence. The lifestyle influence of influencers has an R-squared value of 0.220. According to this statistic, influencers have a 22% influence on lifestyle, with other factors having a 78% influence. The influence of influencers, brand image, and lifestyle on purchase intention has an R-squared value of 0.441. According to this statistic, 44.1% of purchase intentions are influenced by influencers, brand perception, and lifestyle, while the remaining 55.9% are influenced by factors not covered by this study.

Hypotheses Testing

A partial effect significance test is carried out as part of the testing of the hypothesis. Each of these tests aims to support the research idea. The significance test is used to look at how the independent factors affect the dependent variable. The test findings show that if Ho is rejected, the independent variable has no effect on the dependent variable, and if Ho is neither rejected nor accepted, the independent variable has no effect on the dependent variable. A significant score of 5% results in neither acceptance nor rejection of Ho.

Table 3. Validity Discriminant Test

Variable	Brand Image	Influencer	Lifestyle	Purchase Intention
Brand Image	0.737			
Influencer	0.642	0.743		
Lifestyle	0.406	0.469	0.750	
Purchase Intention	0.543	0.605	0.472	0.775

Table 4. Reliability test

Variable	Composite Reliability	Cronbach's Alpha
Brand Image	0.915	0.895
Influencer	0.941	0.932
Lifestyle	0.927	0.913
Purchase Intention	0.883	0.834

Table 5. R- Square

Variable	R Square
Brand Image	0.412
Lifestyle	0.220
Purchase Intention	0.441

Based on the test results, if Ho is not rejected or accepted, it is decided that the independent variable has no impact on the dependent variable. If Ho is not rejected or accepted, it is decided that the independent variable does not have an impact on the dependent variable. A significant score of 5% results in neither acceptance nor rejection of Ho. The significance test's findings can also be used to determine how closely the independent and dependent variables are related. The direction of the relationship can be determined by using the first sample value of each impact connection. The independent variable's effect on the dependent variable is positive and unidirectional if the influence relationship's direction is positive; however, if the initial sample is negative, the independent variable's effect on the dependent variable is in the opposite direction. The image depicts the estimation outcomes of the model used in this study as a guide for testing the hypothesis (Figure 3).

Table 6 is the result of bootstrapping using the SmartPLS program. The original sample is an unstandardized beta score that is used to see the predictive nature of the independent variable to the dependent variable. Beta scores can be positive or negative (Hartono and Abdillah, 2016). Ghozali and Latan (2015) also state that an indication of whether a hypothesis is supported or not can be seen from the p-value. P-value was tested with a significance level of 5%. The hypothesis is declared significant if the t-statistic is more than 1.96.

Hypothesis testing is done by comparing the significance level (sig) with the error rate = 5%. Based on Table 6 the results can be interpreted as follows: According to the first theory, purchase intention is positively influenced by influencer variables. The first hypothesis has a hypothesis value of 3.369 (>1.96) and a p-value of 0.001 (0.05). Since the original sample had a positive value of 0.362, it may be concluded that there is a positive or unidirectional relationship between the influencer variable and the purchase intention variable. According to these findings, the buy intention variable value will increase by 0.362 if the influencer variable value grows by the same amount. As a result, it can be said that hypothesis 1 is accepted.
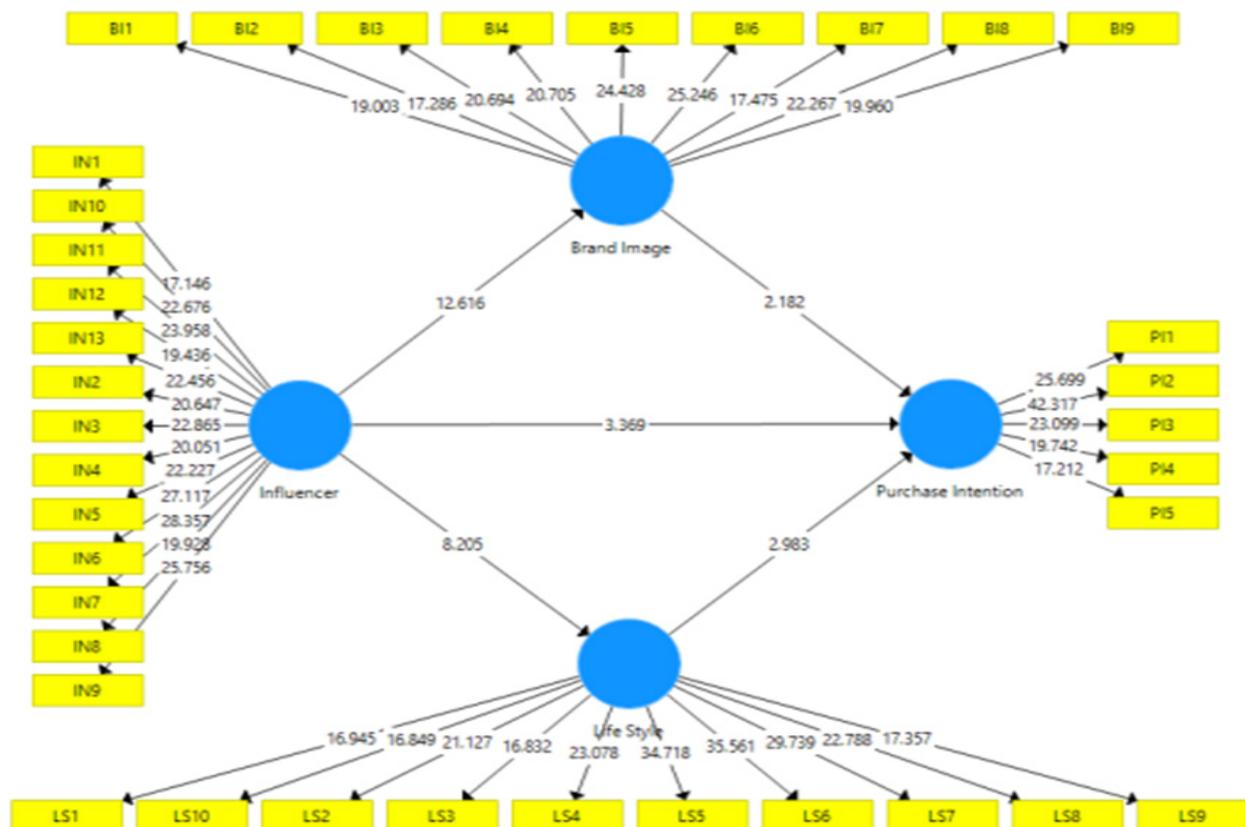

Figure 3. Estimated Model PLS (Bootstrapping)

Table 6. Hypotheses testing

Hypotheses	Original Sample	T-Statistic	P-value	Information
Influencer → Purchase Intention	0.362	3.369	0.001	H1 Accepted
Influencer → Brand Image	0.642	12.616	0.000	H2 Accepted
Influencer → Lifestyle	0.469	8.205	0.000	H3 Accepted
Brand Image → Purchase Intention	0.225	2.182	0.030	H4 Accepted
Life Style → Purchase Intention	0.211	2.983	0.003	H5 Accepted

The analysis of this study's findings demonstrates that purchase intention increases in direct proportion to the perceived worth of influencers in the eyes of active TikTok users in the Jabodetabek region. According to Kotler (2016), consumers take influencers into account when choosing which products to buy. The findings of this study support (Jiménezcastillo & Sánchez-fernández, 2019) findings that digital influencers can affect followers' consumer behavior by influencing followers' perceptions, assessments, and purchase intentions regarding recommended brands.

Testing a second hypothesis According to the second hypothesis, the influencer variable improves brand perception. The second hypothesis has a statistical value of 12.616 (>1.96) and a p-value of 0.000 (0.05). Since the original sample had a positive value of 0.642, it may be concluded that there is a positive or unidirectional link between the influencer variable and the brand image variable. According to these findings, the brand image variable value will increase by 0.642 if the influencer variable value does. As a result, it can be said that hypothesis 2 is accepted.

According to the analysis's findings, the more the influencer's perceived worth is among active TikTok users in the Jakarta Region, the better the brand image of the products they support, and vice versa. Influencers participate in a process of value creation that raises consumer awareness of the utility and worth of brands (Jiménezcastillo & Sánchez-Fernández, 2019). Solomon (2017) said that product endorsers on social media have the power to affect how consumers view their offerings. The findings of this study are consistent with research (Agustina & Sari, 2021) demonstrating how the TikTok platform acts as an influencer for influencer marketing to affect the Bittersweet by Najla brand image.

Testing of the third hypothesis, According to the third theory, the Influencer variable has a favorable impact on lifestyle. The third hypothesis has a statistical value of 8.205 (>1.96) and a p-value of 0.000 (0.05). Since

the original sample had a positive value of 0.469, it may be concluded that there is a positive or unidirectional link between the influencer variable and the living style variable. According to these findings, the living style variable value will increase by 0.469 if the influencer variable value increases by 0.469. As a result, it can be said that hypothesis 3 is true. The analysis of this study's findings demonstrates that the greater the influencer's perceived worth is among active TikTok users, the better the user's lifestyle will be, and vice versa. At a time when the use of social media is increasingly widespread in society, especially TikTok, influencers are one of the underlying reasons for changing people's lifestyles. They tend to see influencers as role models when it comes to lifestyle. The results of this study are in line with the research of Zohrah & Yusuf, 2018) which shows that beauty influencers affect the lifestyle of female students.

The fourth hypothesis is being tested. The brand image variable is said to have a favorable impact on purchase intention, according to the fourth hypothesis. The statistical value of the fourth hypothesis is 2.182 (>1.96), and its p-value is 0.030 (0.05). Since the original sample had a positive value of 0.225, it may be concluded that there is a positive or unidirectional relationship between the brand image variable and the purchase intention variable. According to these findings, the purchase intention variable value will increase by 0.225 for every 0.225 increase in brand image variable value. As a result, it can be said that hypothesis 4 is accepted.

According to the analysis's findings, consumers are more likely to purchase skincare goods when their brand image worth is higher in the thoughts of active TikTok app users. The opposite is also true. In other words, people are more likely to purchase a product they perceive as having a positive brand image. According to (Wang & Tsai, 2014), brand image does enhance consumers' propensity to buy. This study supports Wahyuni and Suparna's (2014) assertion that brand image influences consumers' decision to

purchase fake bag products in Denpasar City favorably. This study supports (Hermanda et al. 2019a), which found a substantial positive association between brand image and purchase intention.

Evaluation of the fifth hypothesis, buying intention is positively impacted by a variable lifestyle. The statistical value of the fifth hypothesis is 2.983 (>1.96), with a p-value of 0.003 (0.05). The link between the lifestyle variable and the purchasing intention variable is positive or unidirectional because the original sample has a positive value of 0.211. These findings suggest that if the lifestyle variable's value rises by 0.211, the purchasing intention variable's value will rise by 0.211 as well. As a result, it can be said that hypothesis 5 is accepted.

The analysis of this study's findings shows that users of the TikTok program have higher purchase intentions when their active users' lifestyle values are better, and vice versa. According to Rosif et al. (2015), lifestyle is a component of consumer behavior and will, to some extent, influence the decisions that customers make while making actual purchases. Through measuring customer interests, activities, and attitudes, his research demonstrates that consumer lifestyles have a favorable impact on purchasing decisions.

Managerial Implications

Based on the results of the research and discussion that has been carried out, views are obtained about things that can influence the intention to purchase skincare products for Tiktok application users in the Jabodetabek Region. The factors that are proven to be able to influence the purchase intention of skin care products in this study are influencers, brand image, and lifestyle. In this era, shopping on social media has become very common and much liked by the public. Shopping online on social media is seen as much easier, more practical, and more effective. This has caused many entrepreneurs to promote/offer their products on social media, one of which is the TikTok platform. In order for the promotions carried out to be delivered on target and effectively, producers need to choose the right influencers to promote their products. Influencers who match the products offered will be able to build a good brand image of a product in the minds of the public. In addition, influencers are also able to effectively influence the lifestyle of social media users. This is because social media users tend to follow what influencers are doing.

In addition to considering influencers that are suitable for the product, consumers also consider the brand image of a product before making a purchase. This underlies the importance of producers to build a good image of their products. It is also important to maintain product quality, and innovate and develop products to meet the increasingly diverse needs of consumers, especially in terms of skin care products. The skin care products offered should also be diverse and varied according to the skin type and consumers' lifestyle. Lifestyle has been proven to influence consumer buying interest in skincare products. Offering products accompanied by providing various beauty tips will be able to attract more attention and interest from consumers. With the beauty tips provided, consumers who have similar skin problems will be moved to try the products and tips provided.

Managerial implications based on research results show that skincare manufacturers must continue to innovate by making skincare products that suit consumers' lifestyles while remaining price-oriented. produce the highest quality products with elegant packaging and affordable prices. Skincare manufacturers can endorse influencers with influencer criteria in the same category as the advertised product, namely skincare, influencers have good knowledge, an attractive personality, and a positive image.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The characteristics of the respondents who are active users of the social media TikTok, the time spent playing TikTok per day is 6 to 9 hours, for users aged 17-25 years. Occupations that dominate private employees and students with an average monthly skincare expenditure of Rp. 500,000 per month. Respondents like influencers who have good public speaking skills and have the same skin problems as respondents. The results of the study show that influencers are able to advertise products effectively on TikTok, this proves that influencers can attract consumers through their TikTok videos to make purchases of products. Influencers have a significant effect on brand image, lifestyle and interest in buying skincare products on TikTok, apart from being influenced by influencers, brand image, and lifestyle have a significant effect on consumer buying interest.

Recommendations

Recommendations for further research are that this research focuses on Tiktok social media influencers, in future research it can analyze other features in the Tiktok application such as the Tiktok shop and hashtags in Tiktok, in addition to comparing influencers from various social media and specifying one influencer name specifically so that it can be seen which influencers with the characteristics preferred by consumers and social media are the most effective for use in product promotion so as to enhance brand image and create buying interest. It is hoped that further research can be developed with a wider coverage area of respondents and using other influence variables that have not been used in this study, as well as the influence of gender, especially men, in purchasing skincare products. The object of research only focuses on the social media TikTok, which is only one social media out of many other social media such as Facebook, YouTube, Instagram, etc. Then the research object chosen is only women.

CONFLICTS OF INTEREST: The authors declare no conflict of interest.

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