Determinants of Purchase Intention of Skincare Products, Brand Image as Moderation on the Tiktok Platform

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Abstract: *With the rapid development of Internet technology, many companies are now using the Internet as a major platform in their marketing strategy of skincare products, mainly through social media. The research aims to explore the factors that influence the intention of buying skincare products on the TikTok platform by considering the role of brand image as a moderation variable. The research method uses descriptive causality with a quantitative approach, and uses purposive sampling techniques. Primary data obtained from 267 respondents active TikTok users who were interested in skincare products and collected through online questionnaires. Data analysis is done using Structural Equation Modelling-Partial Least Square (SEM-PLS). Research findings show that social media marketing activities, online customer reviews, influencer endorsement, brand image can improve purchase intention, while price consciousness does not affect the purchase intent of skincare products on Tiktok platform. Implications, skincare manufacturers and marketers should pay attention to branding strategies on TikTok's platform to boost purchasing intentions. Further research is suggested to explore other factors that can influence the intention of buying skincare products in the digital age.*

Keywords: *Brand Image, Influencer Endorsement, Online Customer Reviews, Price Consciousness, Purchase Intention, Social Media Marketing Activities*.

Abstrak: Perkembangan teknologi internet yang pesat, banyak perusahaan kini menggunakan internet sebagai *platform* utama dalam strategi pemasaran produk *skincare*, terutama melalui media sosial. Penelitian ini bertujuan untuk mengeksplorasi faktor-faktor yang mempengaruhi niat pembelian produk *skincare* di *platform* TikTok dengan mempertimbangkan peran *brand image* sebagai variabel moderasi. Metode penelitian menggunakan deskriptif kausalitas dengan pendekatan kuantitatif, dan menggunakan teknik *purposive sampling*. Data primer diperoleh dari 267 responden pengguna aktif TikTok yang tertarik dengan produk *skincare* dan dikumpulkan melalui kuesioner secara *online*. Analisis data dilakukan menggunakan *Structural Equation Modelling-Partial Least Square* (SEM-PLS). Temuan penelitian menunjukkan bahwa *social media marketing activities, online customer reviews, influencer endorsement, brand image* mampu meningkatkan *purchase intention*, sementara *price consciousness* tidak berdampak pada *purchase intention* produk *skincare* di *platform* Tiktok. Temuan penelitian selanjutnya menunjukkan bahwa *brand image* belum mampu memperkuat moderasi pengaruh antara *online customer reviews* dan *influencer endorsement* terhadap *purchase intention*. Implikasinya, produsen dan pemasar *skincare* harus memperhatikan strategi *branding* di *platform* TikTok untuk meningkatkan niat pembelian. Penelitian selanjutnya disarankan untuk mengeksplorasi faktor-faktor lain yang dapat memengaruhi niat pembelian produk *skincare* di era digital.

Kata kunci: *Brand Image, Influencer Endorsement, Online Customer Reviews, Price Consciousness, Purchase Intention, Social Media Marketing Activities*.

INTRODUCTION

The rapid development of internet technology, many companies currently use the internet as the main platform in their skincare product marketing strategy, especially through social media (Mahardita & Muthohar, 2023). In the era of rapid growth and influence of the social media platform TikTok, beauty brands can use it as an opportunity to interact with target

audiences, promote products and increase sales. With the increasing number of influencers and skincare brands on the platform, this can influence users to purchase these skincare products (BeautyPackaging.com, 2023). Through these product reviews, several skin care products began to gain popularity among the public, and even went viral because their benefits were proven to be effective. Here are 10 well-known local skincare product brands in Indonesia, such as Somethinc, Lacoco, Avoskin, Skintific, N'pure, Whitelab, Azarine, The Originote, Joylab and The Aubree (Zara & Muhamad, 2023).

Social media acts as a special element in the consumer process that can influence the desire to make a purchase (Trianasari et al., 2023). By leveraging social media marketing, marketers have the opportunity to engage with consumers at all phases, starting from initial brand awareness to post-purchase, because consumer experiences significantly influence decisions, and preferred brands also have the potential to influence others' purchase intentions towards the brand (Divol et al., 2012). Increased purchasing interest occurs when consumers search for information about the products they are going to buy, thereby enabling them to make more informational and intelligent purchasing decisions (Steven et al., 2023).

Through brand image, a brand that has popularity will be remembered by consumers and can influence the desire to make a purchase (Harvina et al., 2022). In addition, individuals who are price conscious always search for lower prices before making a decision to buy a product (Sarwar et al., 2020). Online customer reviews also have a significant influence on purchase intention, because online customer reviews are a factor that underlies the development of consumer influence in various online markets (Sarmis, 2020). If consumers have the knowledge and skills to recognize e-commerce businesses, they are more likely to access online shopping sites with the intention to make a purchase (Naseri et al., 2021). Because the current business environment is competitive and fluctuating, it is crucial for marketers to find ways to attract customers to buy skincare products, considering that customers have various choices in purchasing products (Choi et al., 2020).

In this digital world, influencer endorsements have a major influence in building credibility with audiences on social media, due to their knowledge and expertise on certain topics, and have a significant influence on the purchase intentions taken by their followers (Ki & Kim, 2019). In research conducted by Vrontis *et al*. (2021), explains that an influencer is an individual on social media who has achieved online fame and built a large following through the creation and distribution of online content on various social media platforms, so that they have a significant impact on the purchasing intentions of their followers. In the era of economic digitalization, consumer behavior has increased, especially among generation Z and

Millennials in Indonesia (Ismeirita, 2023). Generation Z is the group that uses the most skincare products. This shows that the majority of female students belong to Generation Z, the majority of whom actively use skincare products (Kompasiana.com, 2023).

Previous research has proven that there is a significant influence between social media marketing activities on purchase intention (Akgun, 2020). The significant influence of price consciousness on purchase intention (Zheng *et al.*, 2021). The significant influence of online customer reviews on purchase intention (Noor *et al.*, 2023). The significant influence of influencer endorsement on purchase intention (Schouten *et al.*, 2019). The significant influence of brand image on purchase intention (Hermanda *et al.*, 2019). Brand image moderates the influence of online customer reviews on purchase intention (Dwidienawati *et al.*, 2020). Brand image moderates the influence of influencer endorsement on purchase intention (Kim & Park, 2023).

This research can contribute to the theoretical or scientific level of marketing management and also contribute research to the description of the variables Social Media Marketing Activities, Price Consciousness, Online Customer Reviews, Influencer Endorsements, Brand Image and Purchase Intention on skincare products.

LITERATURE REVIEW

Social Media Marketing Activities

Social media marketing activities are platforms on the internet that allow users to engage with large or specific communities, benefit from content created by other users, and feel connected to other people, either in real time or not simultaneously (Carr & Hayes, 2015). Based on the theory of Kotler & Keller (2018), social media marketing activities are marketing communication actions that utilize electronic platforms to attract consumer attention using various methods, with the aim of building awareness, company image, and increasing product or service sales. Jin *et al.* (2019) stated that social media marketing activities can help brands access useful consumer analysis data, which in turn helps companies improve their product development in the future. According to Khashman (2021), social media marketing activities not only help marketers in directing consumers appropriately, but also allow them to structure their messages according to consumer interests in a more practical way.

Price Consciousness

Jin & Sternquist (2004) stated that price consciousness is the level at which consumers who are price conscious are willing to spend additional time and effort by shopping at various

stores to get products at lower prices. Consumers who have price consciousness prioritize cheap prices more than consumers who care less about price when buying the products they choose (Kukar-Kinney *et al.*, 2012). Price consciousness is defined as changes in consumer demand which are influenced by price changes in the economy (Rihn *et al.*, 2018). According to Norfarah *et al.* (2018), price consciousness is defined as consumers who have price awareness who are more responsive to price changes, in making purchasing decisions, they are more likely to choose products that have lower prices by comparing products from similar categories based on price.

Online Customer Reviews

Online customer reviews are a collection of diverse reviews that provide further evidence to provide an honest picture of the quality of a brand or product (Cervellon & Carey, 2014). Furthermore, online customer reviews are defined as a means that allows consumers to make decisions and provide opportunities to avoid the risk of fraud (Tran, 2020). Online customer reviews can be interpreted as a factor that influences consumer doubts by providing a clearer picture of the product or service provided by the manufacturer, and if positive reviews are given by consumers, this will increase consumer confidence in the product (Mulyati & Gesitera, 2020). Meanwhile, according to Chang *et al.* (2021), online customer reviews have become increasingly significant in providing useful information to consumers when they want to make purchasing decisions. Furthermore, according to research by Amalia & Nurlinda (2022).

Influencer Endorsements

According to Liang & Lin (2018), influencer endorsements are individuals who have the ability to influence other people's thinking and change their points of view. The use of influencer endorsement aims to attract consumer attention, involving special influencers in promotional efforts can motivate individuals to pay attention to the product, because this tactic increases consumer attention to the product brand (Rabia *et al.*, 2019). Endorsement Influencers are individuals who have a significant impact in promoting a product thanks to their popularity on social media platforms (Yaacob *et al.*, 2021). Furthermore, influencer endorsements also play a role in that they are not only highlighted as interesting and honest figures, but also need to have knowledge about the brand products they will promote (Chen *et al.*, 2021). Influencer endorsements are individuals who promote products by conveying

information to their followers via social media, with the aim of generating consumer interest in purchasing products or services (Purwandari *et al*., 2022).

Brand Image

According to Keller (2009), brand image is the way customers see and prefer brands stored in their memories. Nisar & Whitehead (2016) state that brand image is the overall picture received by customers about a brand, which includes the way the brand is identified or differentiated from other brands, the brand's personality characteristics, and the benefits provided by the brand. In an economic context, brand image can be interpreted as the benefit or value obtained by customers from using a brand, which reflects the assessment of the brand relationship that exists in the customer's mind (Hofmann *et al*., 2019). Furthermore, according to Mitra & Jenamani (2020) brand image is the way customers see a brand in their memories, which is formed through strong and unique brand associations.

Purchase Intention

Purchase intention is a form of decision that includes reasons that can encourage consumers to buy a particular brand (Balakrishnan *et al*., 2014). Purchase intention is often used to analyze consumer behavior patterns, which generally involves gathering information about a product before consumers make a purchasing decision. This information can come from personal experience or from the surrounding environment, and is used as a consideration factor in the final purchasing decision (Stiawan & Syah, 2017), purchase intention is a person's tendency when they show high interest in a product, they will look for information very carefully. Purchase Intention is defined as consumer behavior that involves estimates regarding product purchases and the tendency to repurchase, namely when a customer makes a decision to buy a product and then returns to buy again at the next opportunity (Kasornbua & Pinsame, 2019).

RELATIONSHIP BETWEEN VARIABLES

The Influence of Social Media Marketing Activities and Purchase Intention

Marketing via social media has a more significant impact than the level of trust on intention to purchase via social networking platforms (Manzoor *et al*., 2020). By utilizing the advantages of these social media platforms, companies find that their brands successfully interact with target audiences in the form of dialogue rather than traditional one-way

communication approaches (Hasan & Sohail, 2020). Studi Sağtaş (2022) study also states that marketing activities on social media platforms as a whole have a positive effect on the desire to make a purchase. In addition, research conducted by Yadav & Rahman (2017) shows that perceptions of marketing efforts via social media can positively influence purchase intentions. The findings made by Aji *et al*. (2020) also emphasized that marketing activities on social media are a crucial factor in forming purchase intentions among consumers, especially in Indonesia. In research by Akgun (2020), it was found that there is a positive influence between social media marketing activities and purchase intentions. Apart from that, based on theory from Mahardita & Muthohar (2023) it shows that social media marketing activities have a positive effect on purchase intention. So from the description above, the hypothesis proposed is as follows:

H1: Social Media Marketing Activities have a positive effect on Purchase Intention.

The Influence of Price Consciousness and Purchase Intention

Katt & Meixner (2020) state that price awareness can have an important influence on the purchasing decision making process. If someone is price conscious, they tend to be more frugal in managing their money (Pellegrini *et al*., 2019). Such individuals may be reluctant to purchase a product because they perceive its selling price to exceed acceptable cost limits (Sarwar *et al*., 2020). Because they tend to choose to purchase products offered in promotions or at discounted prices, they give positive assessments to goods that have more affordable prices (Sharma & Nayak, 2020). In research conducted by Wadera & Sharma (2018) it was revealed that attractive offers, discounts, and various product choices can attract those who are looking for special offers. Consumers who are price conscious tend to prefer to pay cheaper prices when buying products (Siahtiri & Lee, 2019). Furthermore, the results of research conducted by Zheng *et al*. (2021) also supports the idea that price consciousness has a positive and significant impact on intention to purchase a product. Based on findings by Sugiran *et al*. (2022) revealed that price consciousness has a positive and significant effect on purchase intention. Therefore, the hypothesis is stated:

H2: Price Consciousness has a positive and significant effect on Purchase Intention.

The Influence of Online Customer Reviews and Purchase Intention

Online customer reviews delivered in the form of feedback are no longer an option, but have become a significant expectation for potential customers because they influence purchase

intention (Shaheen *et al.*, 2019). Online customer reviews are considered a very crucial element that is the main consideration for potential buyers when they are looking for ways to generate the right purchase intention (Wang *et al.*, 2019). Product assessment and ranking are considered important components in influencing consumer purchase intention (Chakraborty, 2019; dan Cheong *et al.*, 2020). According to Dwidienawati *et al.* (2020), these online customer reviews can provide consumers with a summary of other users' experiences with the same product, allowing them to compare experiences and decide whether the product can meet their needs and expectations.

According to research conducted by Mehyar *et al.* (2020), online customer reviews have a positive impact on purchase intention to purchase products. In addition, research by Noor *et al.* (2023) supports this research, stating that there is a positive and significant influence between online customer reviews and purchase intention. Based on findings by Iskamto & Rahmalia (2023) it also shows that online customer reviews have a positive and significant influence on purchase intention. Based on the description above, the following hypothesis is proposed:

H3: Online Customer Reviews have a positive and significant effect on Purchase Intention.

The Influence of Influencer Endorsements and Purchase Intention

Influencer have a significant impact on the decisions of their followers, due to their extensive social media following and attractive profiles where they can express their hobbies and ideas (Van Reijmersdal *et al.*, 2020). The use of influencer in planning promotional activities can directly overcome obstacles in the sales process and develop various strategies and activities through customer participation, allowing potential consumers to make purchasing decisions (Mammadli, 2021). Success in promotional activities can be measured when a brand finds an influencer who is trusted by consumers and has a strong influence because influencer play an important role in making consumer purchasing decisions and in conveying the latest information (Lisichkova & Othman, 2017).

Thus, the credibility of influencer as sources of information is a key aspect that can explain their ability to achieve favorable results for the brands and products they promote (Vrontis *et al.*, 2021; dan Hudders *et al.*, 2020). These findings are consistent with research by Schouten *et al.* (2019), which states that influencer endorsements have a positive and significant impact on purchase intention. Apart from that, this study is also in line with the findings conducted by Hermanda *et al.* (2019), which shows a positive relationship between

endorsements from influencer and purchase intentions. Research findings from Iskamto & Rahmalia (2023) reveal that influencer endorsements have a positive and significant effect on purchase intention. Therefore, the following hypothesis is generated:

H4: Influencer Endorsements has a positive and significant effect on Purchase Intention.

The Influence of Brand Image and Purchase Intention

Brand image can be interpreted as a representation of the consumer's perspective on the experience and information resulting from the brand Yohana *et al*. (2020), which are stored in consumers' memories or minds (Albari & Safitri, 2018; dan Nuseir, 2019). Findings in Jin & Ryu (2020) research indicate that company and product brand images have a positive impact on consumer attitudes and desire to shop. because it is hoped that the positive image formed in consumers' minds will produce a positive attitude towards the brand. Furthermore, buying products from well-known brands with a positive brand image has the impact of reducing the risk perceived by consumers or increasing the value perceived by consumers (Hruska & Maresova, 2020). Apart from that, the influence of brand image on purchase intention is also supported by research results from Isyanto *et al*. (2020) which states that brand image has a positive and significant influence on purchase intention. Based on research by Hermanda *et al*. (2019) also shows that there is a significant positive relationship between brand image and purchase intention.

H5: Brand Image has a positive and significant effect on Purchase Intention.

Brand Image moderates the influence of Online Customer Reviews on Purchase Intention

Online customer reviews are recognized as the most accessible and useful feedback platform in the corporate environment, as previous customers often describe their experiences which are viewed by new customers before making a purchase (Clare *et al*., 2018). According to Al-Mu'ani *et al*. (2023), when consumers have to choose between several different options in purchasing a product, brand image has a very significant role and is considered the most influential external factor. In research by Lien *et al*. (2015), it was found that brand image has a significant influence on consumer purchase intentions. The results of a study conducted by Wahab *et al*. (2023) revealed a significant positive and indirect influence of customer reviews on purchase intentions, and brand image played a role as a moderating factor. Furthermore, based on the results of research conducted by Dwidienawati *et al*. (2020), brand image moderates the effect of online customer reviews on purchase intention.

H6: Brand Image moderates the influence of Online Customer Reviews on Purchase Intention.

Brand Image moderates the influence of Influencer Endorsements on Purchase Intention

Based on the results of research by Schouten *et al.* (2019), stated that endorsements from influencers are more successful than endorsements from celebrities in influencing intention to purchase. According to Chekima *et al.* (2020), influencers have the appeal that can act as the main reference for brands in interacting with their potential customers. In addition, the attractiveness of influencers is not only related to the physical aspects of a particular influencer, but is also influenced by the influencer's admiration, personality and athletic abilities (AlFarraj *et al.*, 2021; dan *Torres et al.*, 2019). In addition to the role of influencers, brand image also has an impact on individual purchasing intentions, when consumers become more familiar with a product, their level of confidence in their ability to purchase that product also increases (Dwidienawati *et al.*, 2020). Furthermore, if a product has a strong brand image, consumers will be more inclined to make a purchase (Cabeza-Ramírez *et al.*, 2022). Based on findings by Lestari & Wahyono (2021), when a brand image supported by an influencer is displayed, the presence of the influencer's supporters increases consumer interest in participating in transactions. Moreover, a study conducted by Kim & Park (2023) revealed that brand image moderates the effect of endorsements from influencers on purchase intentions. Based on research findings from Iskamto & Rahmalia (2023) it supports that brand image moderates the influence of influencer endorsements on purchase intention. Based on the description above, the following hypothesis is proposed:

H7: Brand Image moderates the influence of Influencer Endorsements on Purchase Intention

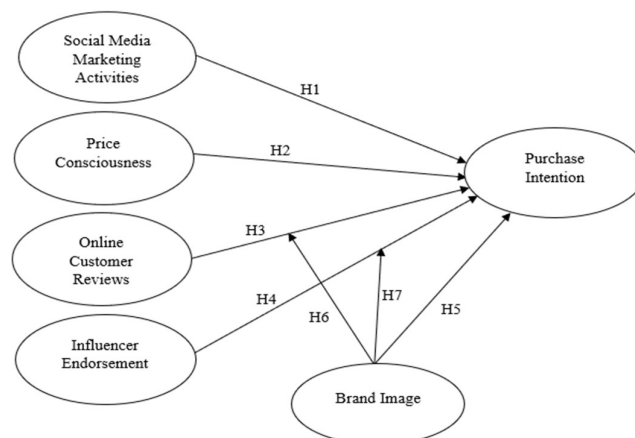Referring to the hypothesis proposed, the following is the research model that will be used:

Figure 1. Research Model

RESEARCH METHODS

This research uses a quantitative approach with descriptive causality research. Descriptive research is designed to obtain data that describes the characteristics of the topic of interest in the research, and the use of causal research design aims to analyze the relationship between variables in a research, or to find out how one variable can influence changes in other variables (Hair *et al*., 2019). Chin (2000) states that the minimum sample size used by SEM-PLS is 30-100 sample sizes. The research questionnaire was filled out online via Google Form for data collection.

In this research measurement, a Likert scale of 1 to 5 is used with answer choices, namely strongly disagree (STS), disagree (TS), neutral (N), agree (S), strongly agree (SS). The measurement of the variables studied was adapted from previous research, where the social media marketing activities variable was measured with 11 statements adapted from (Kim & Ko, 2012; dan Seo & Park, 2018). The price consciousness variable is measured using 5 statements adapted from (Konuk, 2015). Then, the online customer reviews variable uses 8 statements adapted from (Akbar *et al*., 2023). The influencer endorsement variable is measured using 4 statements adapted from (Dwidienawati *et al*., 2020). Next, the brand image variable was measured using 7 statements adapted from (Martínez *et al*., 2014). Finally, to measure the purchase intention variable, use 5 statements adapted from (Emini & Zeqiri, 2021). The total of the questionnaire is 40 statements.

The population of this research is all people who are familiar with skincare products in Indonesia who live in the Jakarta and Tangerang areas. The sampling method uses non-probability sampling with a purposive sampling technique, namely selecting sample elements that are most likely to participate in research and provide the required information. The sample criteria for this research are Generation Z and Millennials, namely ages ranging from 15 years - 42 years (Septiani, 2023), who actively use the Titktok platform and have purchased skincare products for at least the last 3 months. The number of samples required is determined based on the theory of Hair *et al*. (2019) where the required sample size is obtained from the number of statements used in the questionnaire multiplied by 5 to 10, so this research requires (40x5) 200 respondents. In this study, the data processed was 267 respondents.

Data analysis uses 2 measurement models Hair *et al*. (2013) that is Outer Model Analysis, there are 5 parameters, that is: Convergent Validity Value/loading factor (>0,70), and Average Variance Extracted (AVE) (>0,50), Discriminant Validity, Reliability Analysis

(>0,70), Cronbach's Alpha (>0,60). Meanwhile, Evaluation of Structural Model Measurement (Inner Model Analysis) uses 4 parameters, that is: Path coefficient value (Path Coefficients), Adjusted R Square value (R^2), Stone Geisser Value (Q Square/ Q^2), and partial effect size (f square/ f^2).

Hypothesis testing involving structural relationships between constructs will only be reliable or valid if the measurement model explains how these constructs are measured (Hair & Brunsveld, 2019). Significance testing uses the critical t value (t value) for a one-sided test which is 1.65 and for a significance level p value of 5% (0,05), meaning it is said to be significant if the p-value is smaller than 0,05. Therefore, to conclude that the hypothesis being tested is significant at the 5% level (0,05), the critical t value must be greater than 1,65.
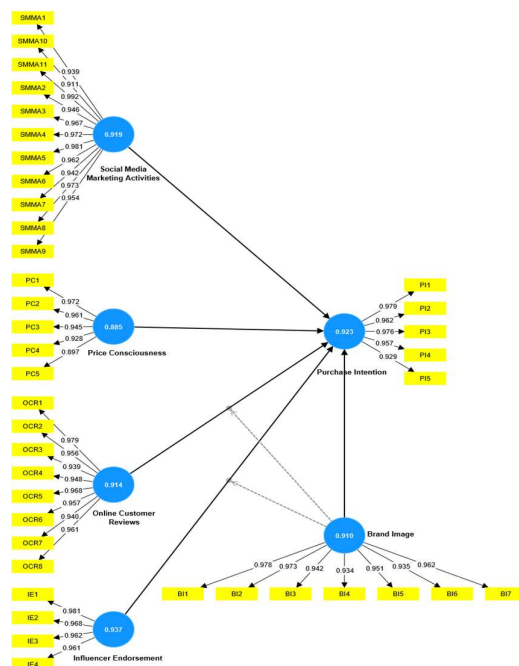
RESULTS

Analysis of Respondent Characteristics

The respondents of this research are all people who are familiar with skincare products in Indonesia who live in the Jakarta and Tangerang areas, Generation Z and Millennials, namely ages ranging from 15 years - 42 years and actively using the Titktok platform who have purchased skincare products for at least the last 3 months. The questionnaire distributed using Google Form collected 267 respondents, 90.26% (241 people) were women and 9.74% (26 people) were men, who lived in Jakarta and Tangerang. A total of 20.60% (55 people) of respondents were aged 15-20 years, 69.66% (186 people) of respondents were aged 21-26 years, 6.37% (17 people) of respondents were aged 27-34 years, and 3.37% (9 people) of respondents were aged 35 -42 years old. Furthermore, in the field of work, 63.67% (170 people) of respondents are students, 6.74% (18 people) of respondents are civil servants, 23.22% (62 people) of respondents are private employees, 4.49% (12 people) of respondents are entrepreneurs and 1.87% (5 people) of respondents were housewives. Next, in terms of last level of education, 6.37% (17 people) of respondents had a junior high school education, 50.94% (136 people) of respondents had a high school education, 11.61% (31 people) of respondents had a diploma education, 28.09% (75 people) of respondents had a bachelor's degree, 1.87% (5 people) of respondents had Master's degrees, 1.12% (3 people) of respondents had doctoral degrees. Furthermore, the status of respondents was 13.11% (35 people) who were married and 86.89% of respondents who were not married. Next, the budget range for purchasing skincare is 43.82% (117 people) of respondents who have a budget range of <IDR 500.000, 43.82% (117 people) of respondents who have a budget range of IDR 500.001 - IDR

1.000.000, 8.24% (22 people) of respondents who have a budget range IDR 1.000.001 – IDR 2.000.000, 4.12% (11 people) of respondents had a budget range >IDR 2.000.001. Then the skincare product brand used by 21.35% (57 people) of respondents used the Somethinc brand, 10.86% (29 people) of respondents used the Avoskin brand, 7.49% (20 people) of respondents used the Lacoco brand, 16.85% (45 people) of respondents used the Azarine brand, 16.48% (44 people) of respondents use the Skintific brand, 7.49% (20 people) of respondents use the Whitelab brand, 6.37% (17 people) of respondents use N'pure, 8.24% (22 people) of respondents use the The Originote brand, 2.62% (7 people) respondents use the Joylab brand, 2.25% (6 people) of respondents use The Aubree brand. Respondent data can be seen in attachment 5 table 11.

Measurement Model Results (*Outer Model Analysis*)

Outer Model Analysis test results include convergent validity and discriminant validity tests. Meanwhile, construct reliability testing includes Cronbach's alpha and composite reliability. If all indicators in the SEM-PLS model meet the requirements of convergent validity, discriminant validity and reliability tests, then the results of the SEM-PLS analysis can be used to test hypotheses in research. Convergent validity testing is seen from the loading factor value for each indicator in the construct, with most using a reference factor weight of >0.70 which is considered strong enough in validating and describing the underlying indicators.
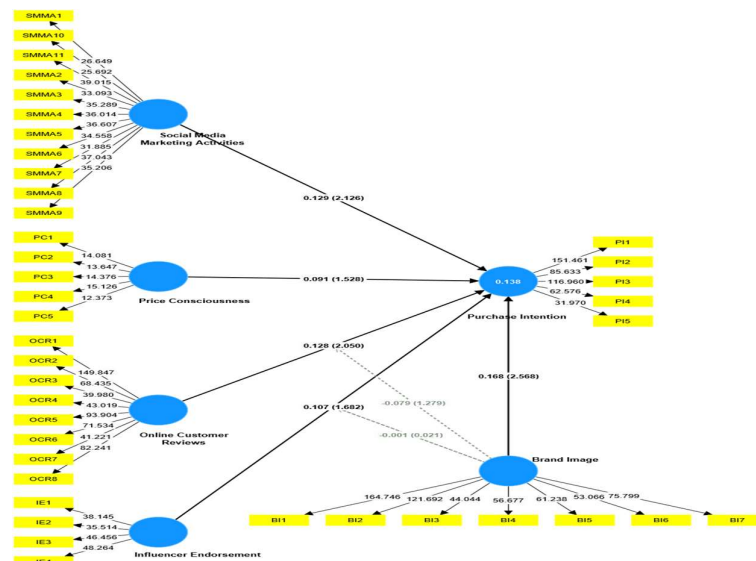

Source: Data processed by the author himself (2024)

Figure 1. Outer Model Analysis Output Results

In this research, each construct has an AVE value > 0.50, the minimum loading factor size is acceptable if it is > 0.70. From the SmartPLS 4.0 processing results shown in Figure 2, the loading factor value for all indicators is > 0.70. Therefore, the convergent validity of the model in this research is sufficient. The loadings, cronbach's alpha, composite reliability and AVE values for each complete construct can be seen in Appendix 6, Table 12.

Then, the results of this discriminant validity test are to prove the concept of each latent variable is different from other variables. This model in discriminant validity shows that the Fornell-Larcker Criterion value for each exogenous construct exceeds the correlation between the construct and other constructs. The results of the discriminant validity test use the Fornell-Larcker Criterion values which can be seen in appendix 6, table 13. The validity test results show that the Fornell-Larcker Criterion values for all constructs are higher than the correlation with other potential constructs (according to the Fronell-Lacker Criterion). Therefore, it can be said that the model has met discriminant validity.

Structural Model Measurement Results (*Inner Model Analysis*)

The path coefficient value shows the significant level in hypothesis testing. The t-value path coefficient value must be higher than the t-critical value of 1.65. Hypothesis testing is seen from the results of the path coefficient bootstrapping analysis, by comparing the t-value and the critical t-value. If the t-value > t-critical (1.65), it means that the hypothesis that has been formulated is accepted. Conversely, if the t-value < t-critical (1.65), then the hypothesis that has been formulated is rejected. The results of the bootstrapping analysis of the path coefficient can be seen in Figure 3 below.

Source: Data processed by the author himself (2024)
Figure 2. Inner Model Analysis Output Results

Figure 3 shows the t-value for all paths in the structural model that has been tested is greater than the critical t 1.65. The results of the t value test analysis state that the social media marketing activities variable influences purchase intention. Based on the image above, it is known that the original sample of social media marketing activities has a positive value of 0.129, the t-value is 2.126 (>1.65), so H1 is accepted, meaning that social media marketing activities have a positive and significant effect on purchase intention. Price Consciousness has a positive and significant effect on purchase intention. Based on the picture above, it is known that the original sample price consciousness has a positive value of 0.091, the t-value is 1.528 (<1.65), so H2 is rejected, meaning that price consciousness does not influence purchase intention. Online Customer Reviews have a positive and significant effect on purchase intention. Based on the picture above, it is known that the original sample of online customer reviews has a positive value of 0.128, the t-value is 2.050 (>1.65), so H3 is accepted, meaning that online customer reviews influence purchase intention. Influencer Endorsements influence purchase intention. Based on the picture above, it is known that the original sample influencer endorsement has a positive value of 0.107, the t-value is 1.682 (>1.65), so H4 is accepted, meaning that influencer endorsement influences purchase intention. Brand Image influences purchase intention. Based on the image above, it is known that the original sample influencer endorsement has a positive value of 0.168, the t-value is 2.568 (>1.65), so H5 is accepted, meaning that brand image influences purchase intention. Brand Image moderates online customer reviews on purchase intention. Based on the picture above, it is known that the original sample has a negative value of -0.079, the t-value is 1.279 (<1.65), so H6 is rejected, meaning that brand image is unable to moderate the relationship between online customer reviews and purchase intention. Brand Image moderates influencer endorsement on purchase intention. Based on the image above, it is known that the original sample has a negative value of -0.001, the t-value is 0.021 (<1.65), so H7 is rejected, meaning that brand image is unable to moderate the relationship between influencer endorsement and purchase intention.

The Adjusted R-square (R^2) value in the structural model for each latent endogenous is above 0.67, 0.32-0.66 and 0.19-0.32 which can be interpreted as strong, moderate and weak. It can be seen in Appendix 6, Table 14, that the Adjusted R^2 value for the purchase intention variable is 0.114, which means that 11.4% of the influence is weakly explained by the brand image, influencer endorsement, online customer reviews and social media marketing activities variables. So, the remaining 88.6% is influenced by other variables not examined by this research.

Furthermore, the Q-square (Q²) results show that the measurement model is a good model for producing observed and estimated parameters. If the Q² value > 0, then the model is considered to have a relevant prediction value. In this research, the Q² calculation result for the purchase intention variable is 0.121 (Q² > 0), which means that this research has a weak predictive correlation, because the Q² result > 0. The results of the Q-square (Q²) test can be seen in appendix 6 table 15.

F-square (f²) is calculated to measure the partial significant influence of exogenous variables on endogenous variables. The estimated value of F² is below 0,02; 0,15; 0,36 indicates that the influence value is weak, moderate and strong. Based on the results of this data management, the F² brand image variable on purchase intention is 0.028 (weak) and a t-value of 2.568. The Influencer Endorsement variable on purchase intention is 0.012 (weak) and the t-value is 1.682. The online customer reviews variable on purchase intention is 0.017 (weak) and the t-value is 2.050. The price consciousness variable on purchase intention is 0.009 (weak) and the t-value is 1.528. The social media marketing activities variable on purchase intention is 0.018 (weak) and the t-value is 2.126. The F² test results can be seen in appendix 6 table 16.

Model Fit Test

This model fit is a value that shows the overall level of suitability for a model which can be calculated by the residual value in a model which is predicted by comparing actual data (Henseler *et al*., 2014). Based on the analysis results, the SRMR (Standardized Root Mean Square) value is 0.030 < 0.08. Model fit can be expressed with data which can be seen in appendix 6 table 17.

Descriptive Statistical Test

In this research there are 6 variables including the social media marketing activities variable, the price consciousness variable, the online customer reviews variable, the influencer endorsement variable, the brand image variable and the purchase intention variable. In the social media marketing activities variable there are 11 indicators (SMMA) with the average value of the first indicator (SMMA1) being 4.434, the second indicator (SMMA2) being 4.442, the third indicator (SMMA3) being 4.446, the fourth indicator (SMMA4) being 4.442, fifth indicator (SMMA5) is 4.442, sixth indicator (SMMA6) is 4.442, seventh indicator (SMMA7) is 4.431, eighth indicator (SMMA8) is 4.446, ninth indicator (SMMA9) is 4.442, tenth indicator (SMMA10) is 4.438, eleventh indicator (SMMA11) is 4.442. Furthermore, in the price consciousness (PC) variable there are 5 indicators with the average value of the first indicator

(PC1) being 4.532, the second indicator (PC2) being 4.528, the third indicator (PC3) being 4.528, the fourth indicator (PC4) being 4.528, fifth indicator (PC5) with an average value of 4.528. For the online customer reviews (OCR) variable there are 8 indicators, the first (OCR1) with an average value of 4.566, the second indicator (OCR2) is 4.562, the third indicator (OCR3) is 4.569, the fourth indicator (OCR4) is 4.558, the fifth indicator (OCR5) is 4.581, sixth indicator (OCR6) is 4.573, seventh indicator (OCR7) is 4.581, eighth indicator (OCR8) is 4.569. The influencer endorsement (IE) variable has 4 indicators with the average value of the first indicator (IE1) being 4.528, the second indicator (IE2) being 4.528, the third indicator (IE3) being 4.536, the fourth indicator (IE4) being 4.551. For the brand image (BI) variable there are 7 indicators, the first (BI1) with an average value of 4.461, the second indicator (BI2) is 4.483, the third indicator (BI3) is 4.472, the fourth indicator (BI4) is 4.464, the fifth indicator (BI5) is 4.483, the sixth indicator (BI6) is 4.479, the seventh indicator (BI7) is 4.483. Lastly, with the purchase intention (PI) variable which has 5 indicators, the first (PI1) is 4.581, the second indicator (PI2) is 4.573, the third indicator (PI3) is 4.577, the fourth indicator (PI4) is 4.581, the fifth indicator (PI5) with an average value of 4.584. The results of descriptive statistical tests can be seen in appendix 6 table 18.

Hypothesis Test

Hypothesis testing can be accepted and rejected by looking at the significant values of T-values and P-values. At a significant level of 5% if the t-value result is > t-table 1.65, then the exogenous/independent variable with a one-sided test significance of 5% is declared significant for the endogenous/dependent variable. The significance of variables can be seen from p-values < 0.05 according to the predetermined alpha level. Based on the results of the analysis in this research, it was stated that 4 hypotheses were proven to be accepted and 3 hypotheses were rejected. Data can be seen in table 1.

Measurement of Direct Influence Coefficient

Measurement of the direct influence of each variable can be seen in the test results in table 1 below:

Table 1. Results of Direct Influence Coefficient Measurement

Hypothesis	Original Sample	t-values > 1.65	p-values < 0.05	Hypothesis

H1:	Social Media Marketing Activities have a positive effect on Purchase Intention	0.129	2.126	0.017	Accepted
H2:	Price Consciousness has a positive and significant effect on Purchase Intention	0.091	1.528	0.063	Rejected
H3:	Online Customer Reviews have a positive and significant effect on Purchase Intention	0.128	2.050	0.020	Accepted
H4:	Influencer Endorsements has a positive and significant effect on Purchase Intention	0.107	1.682	0.046	Accepted
H5:	Brand Image has a positive and significant effect on Purchase Intention	0.168	2.568	0.005	Accepted

Source: Data processed by the author himself (2024)

The first hypothesis (H1) with the results of the analysis of the direct influence of the social media marketing activities variable has a positive effect on the purchase intention variable of 0.129 (12.9%), while the t-value is 2.126 and the significant value is 0.017, so H1 is accepted. This means that social media marketing activities have a positive effect on purchase intention.

The second hypothesis (H2) with the results of the analysis of the direct influence of the price consciousness variable has no positive effect on the purchase intention variable of 0.091 (9.1%), while the t-value is 1.528 and the significant value is 0.063, so H2 is rejected. This means that price consciousness has no impact on purchase intention.

The third hypothesis (H3) with the results of the analysis of the direct influence of the online customer reviews variable has a positive effect on the purchase intention variable of 0.128 (12.8%), while the t-value is 2.050 and the significant value is 0.020, so H3 is accepted. This means that online customer reviews have a positive and significant effect on purchase intention.

The fourth hypothesis (H4) with the results of the analysis of the direct influence of the influencer endorsements variable has a positive effect on the purchase intention variable of 0.107 (10.7%), while the t-value is 1.682 and the significant value is 0.046, so H4 is accepted. This means that influencer endorsements has a positive and significant effect on purchase intention.

The fifth hypothesis (H5) with the results of the analysis of the direct influence of the brand image variable has a positive effect on the purchase intention variable of 0.168 (16.8%), while the t-value is 2.568 and the significant value is 0.005, so H5 is accepted. This means that brand image has a positive and significant effect on purchase intention.

Measurement of Moderation

Moderation measurements for each variable can be seen in the test results in table 2 below:

Table 2. Moderation Measurement Results

Hypothesis		Original Sample	t-values > 1.65	p-values < 0.05	Hypothesis
H6:	Brand Image moderates the influence of Online Customer Reviews on Purchase Intention	-0.079	1.279	0.100	Rejected
H7:	Brand Image moderates the influence of Influencer Endorsements on Purchase Intention	-0.001	0.021	0.492	Rejected

Source: Data processed by the author himself (2024)

Hypothesis six (H6) with the results of the analysis of the influence of the brand image variable does not moderate the relationship between online customer reviews and the purchase intention variable of -0.079 (-7.9%), while the t-value is 1.279 and the significant value is 0.100, so H6 is rejected. This means that brand image does not moderate the influence of online customer reviews on purchase intention.

Hypothesis seven (H7) with the results of the analysis of the influence of the brand image variable does not moderate the relationship between influencer endorsement and the purchase intention variable of -0.001 (-0.1%), while the t-value is 0.021 and the significant value is 0.492, so H7 is rejected. This means that brand image does not moderate the influence of influencer endorsement on purchase intention.

DISCUSSION

In the results of the first hypothesis test, this research found that social media marketing activities have a positive and significant influence on purchase intention. This shows that by uploading skincare product content on social media, easily expressing opinions about skincare products, and offering customized information searches can increase consumer buying interest,

the majority of whom are interested in Generation Z and Millennials, meaning the use of social media for information dissemination and providing customized services, so that consumers feel interested in buying skincare products and increase purchase intention. This is in line with research conducted by Akgun (2020) and (Mahardita & Muthohar, 2023).

Furthermore, the results of the second hypothesis test in this study found that price consciousness had no effect on purchase intention. This shows that the level of price awareness possessed by a consumer does not yet have important aspects that must be considered. Price consciousness is the consumer's tendency to look for price differences. Consumers who have price consciousness have a tendency to choose products with cheaper prices. Most consumers with price consciousness are consumers who have lower incomes. Consumers with price consciousness generally when making decisions will try to find information about prices from several shops to look for price comparisons and carry out more selection processes, but price consciousness has no influence on purchase intention. This research is not in line with research conducted by Zheng *et al*. (2021) and (Sugiran *et al*., 2022).

The results of the third hypothesis test, online customer reviews have a positive influence on purchase intention. This shows that good quality reviews are very important for consumers to form perceptions of the products they will buy. In the context of purchasing products online, consumers cannot have detailed perceptions because they cannot see the goods directly, therefore a large part of the formation Consumer perceptions of products are formed by information from buyers and seeing reviews on the Tiktok platform who have used the product. Therefore, the perception formed from online customer reviews can add to the information they have before finally buying a product, and if the additional information obtained has the quality, quantity and credibility they need, it will create a sense of security and confidence in consumers which ultimately makes them interested. to buy and this is where purchase intention is created in consumers. Furthermore, when consumers want to buy skincare products, of course they look at reviews from other people who have tried skincare products on the Tiktok platform to convince them to buy the right product. This is in line with research conducted by Mehyar *et al*. (2020) and (Iskamto & Rahmalia, 2023).

The results of the fourth hypothesis test that influencer endorsements have a positive influence on purchase intention. This has a statistically significant beneficial impact on purchase intention. Consumers can appreciate that reading review comments from endorsers on the Tiktok platform is a common practice for consumers in evaluating skincare products,

apart from that, it is also important to review reviews from endorsers in ensuring that consumers choose skincare products that suit their needs and preferences as well as reviews. Endorsers are considered a very valuable and relevant source of information in the skincare purchasing process which can influence purchasing intentions in building consumer trust. Apart from that, information from endorser reviews makes consumers feel confident when buying skincare products, because consumers feel that the information provided by endorsers is not fabricated so they believe that the skincare products they will buy are appropriate for the condition of their facial skin. This is in line with research conducted by Hermanda *et al*. (2019) and (Schouten *et al*., 2019).

The results of the fifth hypothesis test: brand image has a positive influence on purchase intention. This means that the better the brand image, the more likely it is to increase purchase intention. Brand image acts as the main driver that positively influences purchase intention. Apart from that, increasing brand image for a product can strengthen purchase intention. So brand image has become very important in creating trust and purchase intention of potential consumers. Furthermore, the skincare products offered have better product benefits than their competitors and have high product quality and usually the prices offered are more expensive than their competitors. Next, the top 3 skincare product brands that are in great demand are Somethinc, Azarine, and Skintific, followed by 7 other skincare products. This is in line with research conducted by Isyanto *et al*. (2020) and (Othman *et al*., 2022).

The results of the seventh hypothesis test that brand image is unable to moderate influencer endorsement on purchase intention. Influencers have the appeal that can act as a key reference for brands in interacting with their potential customers. Apart from that, the attractiveness of influencers is not only related to the physical aspects of a particular influencer, but is also influenced by the influencer's admiration, personality and abilities. Furthermore, the credibility of an influencer who has a relevant audience and strong personal appeal, consumers may be more interested in the content shared by the influencer than paying attention to the brand image. Personal experiences shared by influencers can influence purchase intentions more than brand image. This is not in line with research conducted by Cabeza-Ramírez *et al*. (2022) and (Kim & Park, 2023).

CONCLUSION

The overall results of the hypothesis formed in this research were successfully proven, firstly, social media marketing activities have a positive influence on purchase intention,

because the existence of social media can enable product marketing to create an influence on consumer purchase intentions. Second, price consciousness does not have a positive effect on purchase intention, meaning that price consciousness has no influence on consumer purchase intentions because there are many other factors that can influence purchase intentions, such as a good brand image. Third, online customer reviews have a positive influence on purchase intention, because reviews from consumers on social media can influence a person's purchase intention, so that consumer trust is formed through an experience process experienced and felt by consumers over a certain period of time. Fourth, influencer endorsement has a positive influence on purchase intention, with support from influencers it can create an influence on consumer purchase intentions because having reviews from influencers on a product can make consumers confident in buying that product.

Fifth, brand image has a positive effect on purchase intention, because it shows that efforts to build a positive brand image can increase consumer interest and motivation to buy the products offered by that brand. Sixth, brand image does not moderate the influence of online customer reviews on purchase intention, because although online customer reviews can influence purchase intention, brand image does not strengthen or weaken its impact, and there are other factors that are effective in influencing online customer reviews on purchase intention, such as product quality, price, or consumer trust in the review platform. Seventh, brand image does not moderate the influence of influencer endorsement on purchase intention, because although influencer endorsement can influence purchase intention, brand image does not strengthen or weaken its impact, and there are other factors that are more relevant in influencing online customer reviews on purchase intention, such as product quality, price, or consumer trust in the review platform.

Research findings show that social media marketing activities have a positive influence on purchase intention. Apart from that, price consciousness has no influence on purchase intention, indicating that consumers do not always prioritize price in making purchasing decisions. Furthermore, online customer reviews have a positive influence on purchase intention, and emphasize the importance of brand image and consumer experience in influencing purchasing decisions. Next, influencer endorsements have a positive influence on purchase intention. This shows that opinions and recommendations from influencers have a significant impact in shaping consumer preferences for a product or service. Then, brand image has a positive influence on purchase intention, confirming that efforts to build a positive brand image can increase consumer interest and motivation to choose products from that brand.

Lastly, brand image as a moderator for online customer reviews and influencer endorsements, shows that brand image does not moderate the influence of online customer reviews or influencer endorsements on purchase intentions. So it can be concluded that the order that has the most influence on purchase intention is brand image, social media marketing activities, online customer reviews, and influencer endorsements, while price consciousness has not been able to increase purchase intention because respondents do not really consider price.

SUGESSTION

Seen from the existing limitations, recommendations and suggestions for future research. First, it is recommended to expand the sample scope so that the results can be more representative and can increase research coverage from various different social media and e-commerce platforms. Second, it is recommended to collect a larger sample size to increase the validity and reliability of future research findings to expand geographical coverage by distributing questionnaires to more than 267 respondents outside the Jakarta and Tangerang areas. Third, it is recommended that researchers add other relevant variables such as product quality, brand reputation and brand awareness.

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