

THE INFLUENCE OF INFLUENCER MARKETING AND BRAND AWARENESS ON PURCHASE DECISIONS FOR SKINTIFIC PRODUCTS ON TIKTOK SHOP IN BOGOR REGENCY

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ABSTRACT

This study aims to analyze Influencer Marketing and Brand Awareness on Purchasing Decisions of Skintific products on TikTok Shop in Bogor Regency . The development of social media , especially TikTok, has driven changes in consumer behavior in seeking information and making product purchases . So that digital- based marketing strategies such as the use of influencers and increasing brand awareness are very important . The method used is a quantitative approach with a descriptive verification research type . The population in this study were TikTok Shop users in Bogor Regency , the sample in this study was 102 respondents . Data were collected through questionnaires distributed to respondents who had seen or purchased Skintific products . Data analysis techniques used include validity testing , reliability testing , linear regression analysis and hypothesis testing to examine the influence between variables . This research is expected to contribute to companies and design effective digital marketing strategies , especially in utilizing influencer marketing and increasing brand awareness to encourage consumer purchasing decisions in a sustainable manner.

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INTRODUCTION

The development of digital technology has brought significant changes in the world of marketing , especially with the presence of social media that dominates the way consumers discover and purchase products . TikTok, as one of the increasingly popular social media platforms, has become a very effective medium for brands , including skincare products , to introduce and market their products . Marketplaces like TikTok play a crucial role in building trust between sellers and buyers . They provide rating systems , customer reviews , and escrow services that hold payments until the goods are received in good condition (B. Retno Pratiwi, 2026) . One brand that has successfully utilized this platform is Skintific , a local Indonesian skincare brand that is now in high demand among TikTok users through various digital campaigns . Marketing trends through content and influencer marketing , as well as brand awareness, play a significant role in driving consumer purchase decisions , especially in the

beauty product category , which is heavily influenced by recommendations and social preferences (Glen et al., 2024) .

Currently , one of the factors influencing purchasing decisions is influencer services, or what can be called influencer marketing. According to (Erviana et al., 2024) , influencer marketing is a marketing strategy that features popular figures or those with millions of followers to promote products to attract consumers to purchase and use them simultaneously . Influencer marketing aims to influence and provide information about marketed skincare products . A study by (Fathurrahman et al . , 2021) shows that influencer marketing has a positive and significant impact on purchasing decisions . The presence of influencers is considered capable of creating more effective communication due to the close relationship between influencers and their followers . This makes the information conveyed feel more personal and convincing compared to conventional advertising . In the context of TikTok , influencers often present interesting content such as product reviews , usage tutorials , and visualized usage results , thus forming a positive consumer perception of the promoted product . This condition causes influencers to have a fairly large role in influencing consumer attitudes and behavior , especially in determining purchasing decisions .

Besides influencer marketing, another factor that influences purchasing decisions is brand awareness. Brand awareness is the ability of consumers to recognize and remember a brand when faced with various similar product choices . The higher the level of brand awareness a product has , the greater the chance that the product will be chosen by consumers . In the highly competitive skincare industry , according to (HASTRIANA et al . , 2025), brand awareness plays a crucial role in helping recognize , remember , and trust a brand , ultimately increasing purchase intentions and decisions .

Skintific , one of Indonesia's fastest - growing skincare brands , has successfully built strong brand awareness through various digital marketing strategies . Utilizing the TikTok platform has become a key strategy in introducing its products to the wider public . Through creative and engaging content , along with support from influencers, Skintific has been able to reach a large number of consumers in a relatively short time . This has led to increased recognition and demand for Skintific products , particularly among the younger generation who actively use social media .

Although the phenomena of influencer marketing and brand awareness have been widely researched, studies specifically examining the influence of these two variables on skincare product purchasing decisions through TikTok Shop in Bogor Regency are still relatively limited . This is despite Bogor Regency being one of the regions with a large population and a continuously increasing internet penetration rate , thus having significant digital market potential . This condition makes Bogor Regency a relevant location to study consumer behavior in the context of digital marketing, particularly on the TikTok Shop platform .

Furthermore , the convenience offered by TikTok Shop is also a supporting factor in increasing purchasing decisions . Consumers not only obtain product information through the displayed content but can also directly make transactions within the same platform . The fast , convenient purchasing process , supported by various attractive promotions , further encourages consumers to make purchases . This demonstrates that the integration of promotional content and ease of transaction plays a crucial role in shaping consumer behavior in the digital age .

LITERATURE REVIEW

According to (Masitoh & Adjid, 2022) , influencer marketing is a marketing strategy that utilizes social media as a promotional tool , employing individuals believed to be influential to their followers . These influencers typically come from artists , Instagram celebrities , YouTubers, and bloggers . Marketing strategies that utilize influencers can have both positive and negative impacts on a business . Influencers can gain support or even attract a large number of followers who hate them . Negative views will certainly affect various aspects of their lives , including their efforts to promote products (Masitoh & Adjid, 2022) .

Brand awareness (Brand awareness) perception in the public mind regarding goods and services that they already know and use , where customers will remember the advantages and disadvantages of the goods (Salsabilla Bilqist, 2023) Brand awareness is very crucial because it not only attracts consumers to buy the product for the first time , but also encourages them to continue buying the product . According to (Keller, 2008) brand awareness indicators consist of : Consumers understand what the brand is like , can recognize the brand , are aware of the existence of the brand , consumers imagine the brand characteristics correctly , and consumers can recognize the logo or brand symbol .

A purchasing decision is a final decision that a consumer has to buy a product or service with various specific considerations (Retno Pratiwi S, nd) . A purchasing decision is a process in which consumers recognize their problems , seek information about a particular product or brand and evaluate how well each alternative can solve their problems , then lead to a purchasing decision . According to (Kotler & Armstrong, 2008) purchasing decision indicators consist of :

1. Recognition of needs
Consumers are aware of a need or problem that they want to fulfill , so they are motivated to buy a product .
2. Information search
Consumers seek information about products from various sources , such as the internet, social media , or other people's recommendations .
3. Evaluation of alternatives
Consumers compare several products or brands based on price , quality and benefits before choosing .
4. Purchase decision
Consumers decide to buy the product that they consider most suitable to their needs .
5. Post -purchase behavior
Consumers assess satisfaction after purchasing , if satisfied they will buy again or recommend , if not then the opposite .

RESEARCH METHODS

This research method is a series of approaches , which are used specifically to obtain information systematically and measurably , in accordance with previously set objectives (Sugiono, 2019) . This research uses a quantitative approach . The quantitative approach was chosen because it allows researchers to obtain objective , measurable research results and can be analyzed statistically to test the formulated hypotheses (Sugiono, 2011) . This research is descriptive verification , which not only describes the characteristics of the variables , but also

tests the relationships and influences between variables . The independent variables in this study include influencer marketing and brand awareness, while the dependent variable is the decision to purchase scientific products .

The population of this study was all TikTok Shop users in Bogor Regency , the target of the study . A total of 102 samples were taken using a purposive sampling technique with the criteria of having seen , purchased , and used a scientific product at least once . This technique is expected to produce representative and accurate data . The data collection technique used a Likert scale questionnaire .

RESULTS AND DISCUSSION

Research Instrument Testing

Validity Test

Table 1. Results of Influencer Marketing Validity Test

Number	Statement	<i>Corrected Item-Total Correlation</i>	r thick	Information
1	I was interested in skintific products because they were promoted by influencers on TikTok .	.862 **	0.1946	VALID
2	Influencers who promote skintific appear to have knowledge about the product .	.886**	0.1946	VALID
3	I trust the product recommendations from the influencers I follow .	.900**	0.1946	VALID
4	Influencers promoting skintific seem to fit what is being offered	.859**	0.1946	VALID
5	Promotion from influencers makes me interested in buying skintific products	.753**	0.1946	VALID

Based on the results of the table above , all statement items in the influencer marketing variable are declared valid because they have a corrected Item -Total Correlation value greater than the r table (0.1946). The highest correlation value is found in the statement regarding trust in influencer recommendations , which is 0.900 , which indicates that consumer trust in influencers is the most dominant factor in influencing perceptions of the product . Other indicators such as credibility , attractiveness , and suitability of influencers to the product also show high correlation values . This indicates that the influencer marketing variable has a strong role in influencing consumer interest in the product .

Table 2. Results of Brand Awareness Validity Test

Number	Statement	<i>Corrected Item- Total Correlation</i>	r thick	Information
1	I recognized the brand skintific when I saw it on tiktok .	.827 **	0.1946	VALID
2	I can easily remember the skintific brand compared to other skincare brands .	.853**	0.1946	VALID
3	I feel familiar with skintific products	.893**	0.1946	VALID
4	Skintific is a brand that is easily recognized among other products .	.905**	0.1946	VALID
5	I often see skintific products being promoted on social media .	.877**	0.1946	VALID

Based on the results of the table above , it shows that all statement items in the brand awareness variable are declared valid because the calculated r value is greater than the r table (0.1946). The highest value is found in the indicator of ease of recognizing the brand among similar products (0.905), which indicates that the level of brand awareness is in the high category . Thus , brand awareness of scientific products can be said to have been well formed in the minds of consumers .

Table 3. Results of the Purchase Decision Validity Test

Number	Statement	<i>Corrected Item Total Correlation</i>	r thick	Information
1	I decided to buy skintific products after seeing the promotion on tiktok shop	.796 **	0.1946	VALID
2	I considered the skintific products before deciding to buy .	.605**	0.1946	VALID
3	I choose skintific products over other skincare products .	.809**	0.1946	VALID
4	I intend to repurchase skintific products in the future .	.812**	0.1946	VALID
5	I am willing to recommend skintific products to others.	.780**	0.1946	VALID

Based on the results of the table above , all statement items in the purchasing decision variable are stated because they have a calculated r value greater than the r table (0.1946). The highest value is found in the fourth statement (0.812) which reflects consumer loyalty . In addition , other statements also have quite high values , although the second statement has the lowest value (0.605), which indicates that consumers still carry out an evaluation process before making a decision . Overall, purchasing decisions are influenced by a combination of rational and emotional factors .

Reliability Test

Reliability testing was conducted using the Cronbach's Alpha method to measure the internal consistency of the items in each research variable . Cronbach's Alpha is a measure of reliability that shows the extent to which items in a scale correlate with each other and consistently measure the same construct . An instrument is generally declared reliable if the Cronbach's Alpha value is greater than 0.70 . The results of the reliability test for each variable are presented in the following table :

Table 2. Results of Brand Awareness Validity Test

<i>Reliability Statistics (X1)</i>		<i>Reliability Statistics (X2)</i>		<i>Reliability Statistics (Y)</i>	
<i>Cronbach's Alpha</i>	<i>N Of Items</i>	<i>Cronbach's Alpha</i>	<i>N Of Items</i>	<i>Cronbach's Alpha</i>	<i>N Of Item</i>
.906	5	.905	5	.801	5

Based on the test results , the Influencer Marketing variable (X1) obtained a Cronbach's Alpha value of 0.906, the Brand Awareness variable (X2) of 0.905, and the Purchase Decision variable (Y) of 0.801. All of these values are greater than 0.70, so all variables are declared reliable . Thus , the research instrument has good internal consistency and is suitable for use to analyze the influence of influencer marketing and brand awareness on purchasing decisions for skintific products on TikTok shops in Bogor Regency .

Multiple Linear Regression

Simultaneous F Test

The simultaneous F test was conducted to determine the influence of Influencer Marketing (X1) and Brand Awareness (X2) simultaneously on Purchasing Decisions (Y). In multiple linear regression , the f test is used to test whether all regression coefficients of independent variables are simultaneously equal to zero or not .

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	229,759	2	114,879	120,881	.000 ^b
	Residual	94,085	99	.950		
	Total	323,843	101			

a. Dependent Variable: PURCHASE DECISION (Y)

a. Predictors: (Constant), BRAND AWARENESS(X2), INFLUENCER MARKETING(X1)

Based on the ANOVA output results , the calculated f value was 120.881 with a significance value of 0.000. Because the significance value of $0.000 > 0.05$, the regression model was declared significant . In addition , with the number of respondents as many as 102 and the number of variables as many as 3, the degrees of freedom of the numerator $df1 = 2$ and the degrees of freedom of the denominator $df2 = 99$ were obtained . At a significance level of 5%, the F table value was 3.09. Because the calculated $F 120.881 > F \text{ table } 3.09$, it can be concluded that Influencer Marketing (X1) and Brand Awareness (X2) simultaneously have a significant effect on the Purchasing Decision (Y) of Skintific products on Tiktok Shop in Bogor Regency .

Hypothesis Testing

t-test

A partial t-test was conducted to determine the effect of each independent variable on the dependent variable . In this study , the t-test was used to examine the effect of Influencer Marketing (X1) and Brand Awareness (X2) on Purchasing Decisions (Y). Multiple linear regression tests were used to determine the significance of each regression coefficient after controlling for other independent variables .

Table 6. T-Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,393	1,052		4,177	.000
	INFLUENCER MARKETING(X1)	.483	.080	.516	6,068	.000
	BRAND AWARENESS (X2)	.290	.065	.378	4,441	.000

a. Dependent Variable: PURCHASE DECISION (Y)

Based on the test results of the Influencer Marketing variable (X1) obtained a t - value of 6.068 with a significance value of 0.000. With the number of respondents as many as 102 and the number of model parameters as many as 3, the degrees of freedom $df = 99$ and the t- table value of 1.98422 at a two- way 5% significance level were obtained , because the significance value of $0.000 < 0.05$ and the t- value of $6.068 > t\text{-table } 1.98422$, then Influencer Marketing has a positive and significant effect on purchasing decisions . The Brand Awareness variable (X2) obtained a t - value of 4.441 with a significance value of $0.000 < 0.05$ and a t - value of $4.441 > t\text{-table } 1.98422$, then Brand Awareness has a positive and significant effect on Purchasing Decisions . Thus , partially , the two independent variables are proven to have a significant influence on the purchasing decision of Skintific products at Tiktok Shop in Bogor Regency .

Coefficient of Determination

The coefficient of determination is carried out to determine the extent of the independent variable's ability to explain the variation in the dependent variable .

Table 7. Results of the Determination Coefficient

Model Summary									
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Change Statistics				
					R Square Change	F Change	df 1	df 2	Sig. F Change
1	.842 ^a	.709	.704	.975	.709	120,881	2	99	.000
a. Predictors: (Constant), BRAND AWARENESS(X2), INFLUENCER MARKETING(X1)									

Based on the Model Summary output results , an R Square value of 0.709 was obtained . This value indicates that the Influencer Marketing (X1) and Brand Awareness (X2) variables are simultaneously able to explain the variation in Purchase Decisions (Y) by 70.9%, while the remaining 29.1% is explained by other variables outside this research model . In addition , the Adjusted R Square value of 0.704 indicates that after adjusting for the number of independent variables and the number of samples , the ability of the regression model to explain the purchasing decision variable is 70.4 % . Thus , it can be concluded that the regression model in this study has strong explanatory capabilities , so that Influencer Marketing and Brand Awareness make a large contribution to the Purchase Decision of Skintific products on Tiktok Shop in Bogor Regency .

Conclusion

Based on the results of the data analysis , it can be concluded that all instruments used have met the validity and reliability criteria so that the resulting data can be trusted to explain the relationship between variables . The results of multiple linear regression show that influencer marketing and brand awareness together (simultaneously) have a positive and significant influence on purchasing decisions , as evidenced by the calculated F value of 120.881 which is greater than the F table of 3.09 and a significance value of 0.000 <0.05. This means that both variables are collectively able to influence purchasing decisions for Skintific products on Tiktok Shop.

Partially , Influencer Marketing is proven to have the most dominant influence on purchasing decisions with a calculated t value of 6.068 > t table 1.984 and a significance of 0.000 <0.05. This shows that factors such as trust , credibility , attractiveness and suitability of influencers play a very important role in encouraging consumers to make purchases . Meanwhile , Brand Awareness also has a positive and significant effect with a calculated t value of 4.441 > t table 1.984 and a significance of 0.000 <0.05, which means that the higher the level of consumer

awareness and recognition of the Skintific brand , the greater the likelihood of consumers choosing and purchasing the product .

In addition , the coefficient of determination (R Square) value of 0.709 shows that 70.9% of the variation in purchasing decisions can be explained by Influencer Marketing and Brand Awareness, while the remaining 29.1% is influenced by other factors outside the research , such as price , product quality , promotion , and individual consumer preferences . Thus , it can be emphasized that Influencer Marketing and Brand Awareness are the main factors that are very influential in increasing purchasing decisions , with Influencer Marketing as the strongest factor in influencing consumer behavior .

Suggestion

Based on the research results , companies are advised to maximize the use of influencer marketing by selecting influencers who truly align with their target market, possess high credibility , and are able to build audience trust . Companies need to look not only at the number of followers , but also at the level of engagement, the authenticity of the content , and the influencer's ability to convey product information honestly and convincingly . Furthermore , the type of content created should be more varied, such as product reviews , usage tutorials , before- and -after videos, and even real testimonials to strengthen positive perceptions and encourage consumer purchasing decisions .

Furthermore , to increase brand awareness, companies need to maintain a consistent brand identity through the use of logos , colors , messages , and content concepts that are easily recognized by consumers . Marketing activities on TikTok must be carried out routinely and planned , for example by following trends , using relevant hashtags , and maximizing the use of the TikTok Shop feature . Furthermore , providing promotions such as discounts , product bundling , and flash sales can also help increase consumer appeal and strengthen brand recall .

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