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Determinants of Skincare Purchase Decisions on TikTok Shop: The Role of Influencers, Social Environment, and Product Image

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A B S T R A C T

Social media for Generation Z is not only useful as a medium for communication and information but also as a means of online transactions, particularly through platforms like TikTok Shop. Business owners increasingly use social media to showcase product quality, build brand image, and influence consumer trust and purchasing decisions. This study aims to examine the influence of influencers, social environment, and product image on skincare purchasing decisions through TikTok Shop. A descriptive quantitative method was used in this research. The population taken was students who used the TikTok application at the Muhammadiyah University of Surakarta, and a sample of 100 respondents who were determined using purposive sampling. Data were collected through questionnaires and analyzed using multiple linear regression. The results showed that the influencer and social environment variables had a positive and significant effect on purchasing decisions. However, the product image variable insignificantly influences purchasing decisions. Influencer, social environment and product image simultaneously influence purchasing decisions. The implications of the research offer insights into how influencer, social environment, and product image shapes consumer purchasing decisions in TikTokshop by strengthening influencer marketing, referral group review, and digital marketing, which can enhance purchasing behavior on social media platforms.

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1. INTRODUCTION

In today's digital era, technology has played an essential role in changing business paradigms and consumer behaviour. One of the changes towards a digital direction made by the community as a form of adjustment is the growth of e-commerce, which is currently growing rapidly (Kusuma & Hamsani, 2023). The presence of e-commerce has also provided updates to

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the way people shop, as well as forming an order where social media began to be used as a medium for doing business through features tailored to the needs of the community (Wiranto & Amron, 2024).

Social media today has also changed how humans communicate, interact, and share information to market products. In this case, the use of social media is dominated by millennial teenagers who are not only a means of communication and information, but also a means of making transactions or purchases on e-commerce, so that consumers can choose the best products. Product marketing or marketing strategies are starting to expand by reaching out to social media (Narimo et al., 2023).

Product marketing strategies can also open strategic opportunities to interact directly with consumers. The significant progress of digital marketing also shows the progress of e-commerce in Indonesia, supported by data from wearesocial.com, which shows that 175.4 million of Indonesia's total population, or 64% of Indonesia's population, actively use social media (Kusuma & Hamsani, 2023). Thus, online marketing or promotion is considered an essential and effective strategy in opening product marketing opportunities in Indonesia (Fadilla et al., 2024).

The progress of e-commerce that utilizes social media advances is represented by the increasing number of businesspeople who utilize e-commerce or online buying and selling stalls to introduce and offer their products (Trisnawati & Rusdianto, 2024). TikTok Shop is one of the e-commerce features that can be used for online shopping today. TikTok Shop is an e-commerce service launched by TikTok in 2021. This feature allows users to shop from stores through the TikTok application. Based on data from the source katadata.com, TikTok became the most downloaded application by the global community in 2021 (Sari & Fasa, 2024). TikTok users in Indonesia are the second-largest active users in the world after America, with 99.1 million people.

Based on the Feb 2024 edition of GOTO's Incidental Public Expose, Tokopedia has around 18 million monthly active users. Meanwhile, the number of monthly active TikTok Shop users in Indonesia reaches 125 million. Thus, their partnership has the potential to get around 143 million active users every month in the country. In this case, promotion or marketing began to be developed in the TikTok application, because the large number of TikTok application users is considered able to reach many target markets when promoted through the application. The TikTok application provides benefits for producers in reaching more consumers without spending more money. The TikTok application also makes it easy for consumers to shop without having to switch to another application, so that TikTok is an e-commerce application that has a high trend in its usage rate (Apriliani & Ekowati, 2023).

Consumers have transitioned from being passive users of information to actively creating content about businesses on many platforms, sharing personal experiences, and assuming a more participatory position in marketing (Heo & Lee, 2025). In its marketing, each producer has compiled a strategy believed to increase sales. One marketing strategy that is widely used is to use influencers who offer or promote a product. Influencers influence other people to buy or use a product so that it can increase or expand sales targets. Influencers have a positive image, so they can attract public interest and have a significant influence on promotion (Purba & Nurbasari, 2024). This phenomenon encourages many manufacturers to utilize influencers as a bridge in promoting their products to a broader audience (Sinaga & Ritonga, 2024).

In addition, social media advancement can also be used for branding or introducing a product. This means that businesspeople use social media to introduce and describe the quality of their products to influence trust and buy interest from consumers. The existence of branding and influencers also influences consumers to consider their choices (Wulandari & Iskandar, 2018).

The widespread use of social media, especially TikTok, can expand market or consumer coverage, because the promotion of influencers and branding will influence the social environment to have buying interest in a product (Pebriani & Busyra, 2023). One of the products widely offered in the TikTok application is skincare products or skin care products and cosmetics, which are developing rapidly along with public awareness to care for themselves (Ramadhani & Anggrainie, 2023). In this case, the role of influencers is essential to expand the market while influencing one's purchasing decisions.

Based on that statement, discussions related to the role of influencers, the social environment, and product image are important and interesting to research. Therefore, this study analyses the influence of Influencers, social environment, and product image on skincare purchasing decisions at TikTokshop.

2. METHOD

The type of research used in this research is descriptive quantitative research. This research measures the importance or significance of the dependent and independent variables in the study (Creswell & Creswell, 2018) In this study, the population taken is students who use the TikTok Shop application in the Surakarta Muhammadiyah University environment and have made at least two purchases at TikTok Shop. The sample size of an unknown population is calculated using the Lemeshow formula, and the minimum sample required is 96 respondents, which is increased to 100 respondents to facilitate research (Sabrina et al., 2024) A non-probability purposive sampling technique was applied in this study. The data collection method used is a questionnaire distributed by Google Forms. This research is measured using a Likert scale with four categories (1-4): Strongly Agree, Agree, Disagree, and Strongly Disagree (Siroj et al., 2024). ata analysis was conducted using SPSS 27.0 statistical software which calculates (1) Data quality test, consisting of instrument validity tests and reliability tests; (2) Analysis prerequisite test, consisting of normality test and multicollinearity test; (3) Hypothesis test, consisting of multiple regression analysis, an F test (model accuracy) and a partial test (t test) (Sugiyono, 2022).

In this study, the independent variables to be examined are the effect of influencers, social environment, and product image, partially on consumer purchasing decisions, and the impact of the three variables simultaneously on purchasing decisions. In this case, the influencer variable refers to Halim & Tyra (2020) research with dimensions of credibility, source power, and attractiveness. Social environment variables refer to Sutrisno (2020) research, with dimensions of role model groups, social class, and family. The product image variable refers to Tanady & Fuad (2020) with dimensions of brand strength, brand favorability, and brand uniqueness. Consumer purchasing decision variables refer to Tanady & Fuad (2020) research, with dimensions from the stability of a product, giving recommendations to others, habits in buying products, and making repeat purchases.

Businesses implement influencer marketing as an effective marketing method with the purpose of influencing consumers' psyche through commercials and compelling offers from an influencer (Saputro et al., 2023). This strategy can encourage consumers to consider purchasing products promoted by influencers. Previous studies indicate that influencer marketing has a favorable and significant influence on purchasing decisions (Nurhamidah, 2022; Shadrina & Sulistyanto, 2022).

Consumers' decision-making processes are influenced by their social environments. For example, one's experience, the influence of neighbors, colleagues, and even one's own family can all have a role in someone's decision-making. A favorable social environment is associated with higher online shopping decisions in the community (Saputra & Harsono, 2022). Setiyawan (2022) found that the social environment has a substantial impact on purchase decisions. This

emphasizes the role of personal relationships, peer influence, and the surrounding community in shaping consumer behavior.

Product images are considered to be important determinants affecting consumers' purchase intention (Kim & Chao, 2019). A strong influence on purchase intentions through product image impact reduces the mental effort when making choices (Chianardi & Permatasari, 2020). A favorable product image enhances consumer trust, evokes emotional connections, and reinforces product value, thereby increasing the likelihood of a purchase. In digital marketplaces and social media platforms, the role of product image becomes even more critical in influencing Generation Z's buying behavior (Kim & Chao, 2019).

The effect of influencers, social environment, and product image significantly influence consumers' purchasing decisions (Gouwyn & Suhendry, 2022) and Setiyawan (2022). They interact to create a synergistic effect on purchase decisions where consumers are highly influenced by social interactions and visual brand cues. Therefore, marketing strategies that integrate influencer engagement, leverage social environment dynamics, and build a compelling product image are more effective in driving consumer purchases.

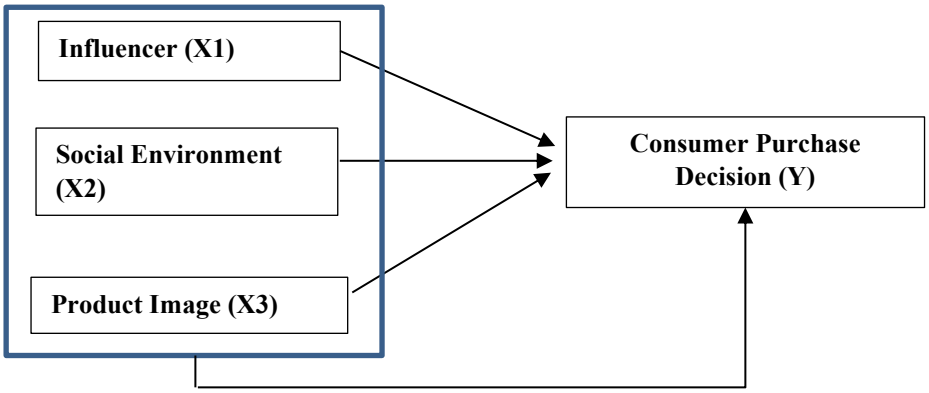

Figure 1. Theorerical Framework
Source: Halim & Tyra (2020)*; Sutrisno (2020);* Tanady & Fuad (2020)

The research hypothesis based on the framework above is as follows.

H1: Influencers influence purchasing decisions
H2: The social environment affects purchasing decisions
H3: Product image affects purchasing decisions
H4: Influencers, social environment and product image simultaneously influence purchasing decisions

3. RESULTS AND DISCUSSION

Based on the data processing that has been carried out, the research results and discussion are obtained as follows:

3.1 Results

Respondent Identity

The results showed information about the identity of the respondents who became the research sample. In more detail, the demographics of respondents are shown in the following table:

Table 1. Respondent Demographics (n=100)

No	Criteria	Description	Frequency	Percentage (%)
1.	Age	18-21 years	82	82
		22-27 years	18	18
2.	Gender	Male	29	29
		Female	71	71
3	Year of Study	1 year	35	35
		2 years	47	47
		3 years	4	4
		4 years	8	8
		5 years	6	6
4	Monthly allowance (excluding tuition fees, payment agreement letter, etc.)	Rp 500,000 - Rp 1,000,000	28	28
		Rp 1,000,000 - Rp 1,500,000	52	52
		Rp 1,500,000 - Rp 2,000,000	15	15
		>Rp 2,000,000	5	5
5	How many times have you bought skincare products on TikTok in 3 months	2 times	18	18
		3-4 times	72	72
		>4 times	10	10
6	Shopping needs for skincare monthly	< Rp 500,000	26	26
		Rp 500,000 - Rp 750,000	51	51
		Rp 750,000 - Rp 1,000,000	13	13
		Rp 1,000,000 - Rp 1,250,000	4	4
		Rp 1,250,000 - Rp 1,500,000	4	4
		Rp 1,500,000 - Rp 1,750,000	2	2
7	Skincare products usually purchased	Moisturizer	13	13
		Cleansing	21	21
		Sunscreen	11	11
		Creams (anti-ageing, spot treatment, day cream, night cream)	25	25
		Toner	30	30

Source: Primary data Processed, 2025

Referring to the data above, the characteristics of the respondents are dominated by those aged 18-21 years, totalling 82 respondents or 82%. Female respondents constitute the majority, 71% of the respondents surveyed. The respondents are primarily in their second year of university, with 47 respondents or 47%. Most respondents have a monthly allowance ranging from Rp 1,000,000 to Rp 1,500,000, excluding educational expenses (tuition fees), with 52 respondents or 52%.

Meanwhile, the average respondent purchases skincare products 3-4 times a month, with 72 respondents or 72%. Most respondents spend between Rp 500,000 and Rp 750,000 monthly on skincare, with 51 respondents or 51%. The most purchased skincare product is toner, bought by 30 respondents or 30% of the respondents surveyed.

Validity and Reliability Analysis

The following table shows the validity test results conducted on 30 respondents for the instrument trial.

Table 2. Validity Test Results

Variable	Indicators	r-count	r-table	Description
Influencer (X1)	X1.1	0,720	0,3610	Valid
	X1.2	0,597	0,3610	Valid
	X1.3	0,432	0,3610	Valid
	X1.4	0,706	0,3610	Valid
	X1.5	0,504	0,3610	Valid
Social Environment (X2)	X2.1	0,809	0,3610	Valid
	X2.2	0,866	0,3610	Valid
	X2.3	0,712	0,3610	Valid
Product Image (X3)	X3.1	0,594	0,3610	Valid
	X3.2	0,810	0,3610	Valid
	X3.3	0,678	0,3610	Valid
Purchase Decision (Y)	Y1	0,626	0,3610	Valid
	Y2	0,533	0,3610	Valid
	Y3	0,627	0,3610	Valid
	Y4	0,536	0,3610	Valid

Source: Primary data Processed, 2025

The table above shows that the five questions under the influencer variable, three questions under the social environment variable, three questions under the product image variable, and four questions under the purchase decision variable are valid, as the calculated r-count is greater than r-table.

Table 3. Reliability Test Results

No	Variable	Cronbach Alpha value	Reliability Standard	Description
1	Influencer (X1)	0,726	0.6	Reliable
2	Social environment (X2)	0,694	0.6	Reliable
3	Product images (X3)	0,732	0.6	Reliable
4	Purchase Decision (Y)	0,721	0.6	Reliable

Source: Primary data Processed, 2025

It can be seen from the table above that all variables, which are influencer, social environment, and product image are reliable as indicated by the Cronbach's alpha value being above 0.6.

Classical Assumption Analysis

Normality Test

The results of the normality test are presented in the following table.

Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test	
	Unstandardized Residual
N	100
Asymp. Sig. (2-tailed)[c]	.200[d]

Source: Primary data Processed, 2025

The data is normally distributed if the asymp sig (2-tailed) value exceeds the alpha value of 0.05 (5%). Based on the decision-making criteria in the Kolmogorov-Smirnov test, it can be concluded that the research data follows a normal distribution.

Multicollinearity Test

The results of the multicollinearity test are presented in the following table.

Table 5. Multicollinearity Test

Coefficients[a]			
Model	Collinearity Statistics		Description
	Tolerance	VIF	
Influencer (X1)	0,558	1,791	No multicollinearity
Social environment (X2)	0,583	1,716	
Product images (X3)	0,926	1,080	
a. Dependent Variable: Purchase Decision (Y)			

Source: Primary data Processed, 2025

The table above shows that all variables have a significance value larger than 0.05, showing that the influencer, social environment, and product image variables do not have multicollinearity issues.

Model Feasibility Test

F-Test

The results of the F (simultaneous) test are presented as follows.

Table 6. F-Test

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	104.772	3	34.924	143.662	.000[b]
	Residual	23.338	96	.243		
	Total	128.110	99			
a. Dependent Variable: Purchase Decision (Y)						
b. Predictors: (Constant), Product Image (X3), Social Environment (X2), Influencer (X1)						

Source: Primary data Processed, 2025

The table above shows that the F-statistic value is 143.662, with a significance level of 0.000 < 0.05. This result indicates that the regression model is suitable for further study. Influencer, social environment, and product image all have significant effects on purchasing decisions, according to their significance levels. These findings indicate that changes in skincare purchase decisions on TikTok Shop are affected by how well consumers consider advertisements, the social environment, the influence of influencers, and the product image offered by TikTok Shop.

T-Test

The results of the hypothesis test (t-test) can be seen in the following table.

Table 7. Test t

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Decision
		B	Std. Error	Beta			
1	(Constant)	.768	.798		.963	.338	
	Influencer (X1)	.181	.039	.270	4.639	.000	Accepted
	Social environment (X2)	.861	.072	.687	12.033	.000	Accepted

Product Image (X3)	.099	.063	.071	1.577	.118	Rejected
a. Dependent Variable: Purchase Decision (Y)						

Source: Primary data Processed, 2025

Based on the test results above, the regression equation is obtained as follows:
$Y = 0.768 + 0.181X_1 + 0.861X_2 + 0.099X_3 + e$

The test results indicate that the influencer variable positively and significantly affects purchase decisions. The results show a positive coefficient value of 0.181 with $p = 0.000 < 0.05$, meaning a positive influence exists between the influencer and purchase decision variables. The Social Environment variable also affects purchase decisions. The test results show a coefficient value of 0.861 with $p = 0.000 < 0.05$, indicating an influence between the social environment variable and the purchase decision variable. The product image variable, however, does not affect purchase decisions. The test results show a coefficient value of 0.099 with $p = 0.118 > 0.05$, meaning no considerable influence exists between the product image and purchase decision variables.

3.2 Discussion

The test results show that Influencers have a positive value and a significant effect on purchasing decisions for skincare products at TikTokshop. Influencers influence buying decisions; if a company uses influencers, consumer purchasing decisions will increase and vice versa. The results of this first test are in line with the results of previous research testing, which also supports the influence of Influencers on purchasing decisions, namely research conducted by Pop et al. (2022), Lutfiah & Suryani (2023), and Zirena-Bejarano et al. (2022) which states that influencers have a significant and positive effect on purchase decisions.

In addition, the research results by Hikmah et al. (2024) and Purba & Nurbasari (2024) also explain that influencers significantly positively influence purchasing decisions. Influencers play an essential role in bridging the relationship between brands and consumers through a more personalized and interactive approach, so consumers respond positively to promotions carried out by influencers because consumers tend to buy products that have been used or recommended by others. Research by (Utami & Wahyudi, 2024) utilising influencers as a marketing strategy is significant because they can draw attention to a brand and encourage consumers to buy their products. They can also market products engagingly through content uploaded on social media accounts with hundreds of thousands or even millions of followers.

Influencers are selected based on their knowledge, competence, level of popularity, and reputation and influencers often chosen because their audience corresponds to the target market of the business (Saputro et al., 2023). This strategy builds trust between the influencer and the viewer, which is nearly impossible for a brand to do with the customer on its own.

Overall, influencer marketing has emerged as a valuable strategic tool in the digital age. It harnesses the power of social media to engage with customers and raise awareness of the business. As traditional advertising loses appeal, influencer marketing has emerged as a more authentic and engaging way to connect with audiences, and the report clearly shows that influencer marketing has a much higher return on investment than traditional advertising methods (Chen, 2023). Using influencers can minimize the cost of reaching a target audience while providing different benefits for the content or message being delivered. Consumers perceive influencer marketing as more reliable, personable, less commercial and controlled by companies, more authentic, and relevant to their needs. In influencer marketing, brands rely on influencers, and influencers use their followers for commercial goals (Martínez-López et al., 2020).

Influencers may be subject matter experts in particular fields and can draw in a select few wealthy and loyal customers who may be the intended market for certain products. These influencers might be more valuable than those who have a lot more followers. As a result, when advertisers are selecting social media influencers for promotional purposes, they should carefully align with the influencer's personality with (1) the type of product, i.e., the cognitive or affective decision-making process involved, (2) the advertising goal, i.e., raising awareness or improving likeability, and (3) the message of the advertisement (Chan, 2022).

The research test results show that the social environment variable significantly and positively influences purchasing decisions for skincare products at TikTokshop. These results support the proposed hypothesis: the social environment affects purchasing decisions for skincare products at TikTokshop. The social environment is an element that can impact individuals or groups in taking action which family, reference group, and social status can influence this behaviour. This explanation shows that the more intense interactions that occur both directly and indirectly can influence consumers to make shopping decisions. The results of this study are supported by Sutrisno (2020) and Afif (2020) who states that the social environment has a significant effect on purchasing decisions. In addition, Yusuf (2021), Surjono et al. (2025), and Lestari (2024) also confirms a positive and significant influence of the social environment on purchase decisions. Saputra & Harsono (2022) also show that people's social environment plays a vital role in consumption behaviour. This is because society is a social creature, where the surrounding environment and the process of interaction with each other affect people's behaviour in terms of how they behave and behave rationally.

The social environment that brings direct and indirect influences gives rise to a person's desire to purchase. The stronger the impact of the social environment, the greater the tendency of a person to make purchasing decisions. Consumers purchase products based on their interest and the store's driving cues, so the social environment influences the public's online purchase decisions. Consumer purchase intention is affected not only by individual factors but also by the social environment and other people. Social factors affect individual behavior decisions in many ways, mainly including family, reference group and social class (Zhuang et al., 2021). Research by Handarkho (2020) shows that peer communication has a direct impact on intention to purchase. Individuals tend to be confident and satisfied with their purchase decision after learning and communicating with online peers through recommendations, feedback, ratings and reviews.

Social media, other advances in technology, or offline sources, such as friends or family, are the main sources of additional information that users of social commerce choose to look up beyond what is offered by the company's website. Consumers typically seek out other people's reviews on social commerce websites, which often include a review of their own experiences. Customers are more likely to spread positive word of mouth about a company if they have had a favorable experience with it. A customer's degree of satisfaction will increase the more favorable opinions from others, impacting them and ultimately impacting their purchase decision (Beyari & Abareshi, 2019).

The test results show that the product image has a positive and insignificant value on purchasing decisions for skincare products at TikTokshop. Positive influence shows that the direction of the relationship between product image and purchase decision is one-way, where the more positive the product image, the more likely consumers are to make purchase decisions. These results do not align with the hypothesis that product image affects purchasing decisions for skincare products at the TikTok shop. The insignificant results on the relationship between the two concluded that other factors besides product image influenced the purchase decision.

The results of this study are supported by research by Agustin & Maryam (2021), Yakin & Hutauruk (2023) and Utami & Wahyudi (2024) which states that product image has no

significant effect on purchasing decisions. In addition, research by Murdinar et al. (2024), Supriyadi & Hadijah (2023) and Utami & Hidayah (2022) also shows that product image insignificantly affects purchasing decisions.

When a buyer purchases a product, the item they choose is one whose name is already included in the buyer's memory. When a brand's image is inadequate and fails to convey a positive impression, customers might feel a little hesitant to make a purchase. Brand image is the image or impression that a brand creates in the mind of the customer. Not all customers have the same picture or impression of a product; sometimes they just know the brand but do not understand the impression that the brand gives (Dilasari & Zubadi, 2019).

The image of a brand is effective in building public perception of the product or company because it has a strong character, but if the product image is not strong enough or does not differentiate the product from competitors, this may reduce its influence on purchase intention (Geraldine & Susanti, 2021). Brand image does not always affect purchasing decisions because the brand image of each respondent is different. Consumers in determining purchasing decisions are not only based on Brand Image but also based on trust, whether or not consumers use the products used (Yunita & Indriyatni, 2022).

The test results show that influencers, social environment, and product image positively and significantly affect purchasing decisions for skincare products at the TikTok shop. Influencer marketing provides authentic and credible content that guides consumers through information-seeking behavior and enhances their confidence in making purchases (Simamora & Umry, 2020). Furthermore, the social environment provides significant social proof that supports customer decisions, including peer influence and interpersonal encounters (Setiyawan, 2022). hese social factors create a supportive context that encourages purchase intentions.

Sutrisno (2020) states that the social environment impacts purchasing decisions. Likewise, Saputra & Harsono (2022) confirms that a positive social environment fosters favorable buying intentions among consumers. These findings illustrate that the social environment, the influence of product image, and endorsements from trusted influencers simultaneously influence purchase decisions.

Mandiri et al. (2022) demonstrated that influencers positively affect several key marketing outcomes, including word of mouth, brand awareness, brand image, and ultimately, purchase decisions. This indicates that influencers not only help spread information and recommendations but also enhance how consumers perceive a brand’s identity and credibility (Apriliani & Ekowati, 2023). This amplification of brand visibility and reputation through influencer engagement increases consumers’ trust and willingness to buy. Consequently, companies that collaborate effectively with influencers can benefit from improved customer loyalty and stronger market positioning.

Individually, influencer marketing and the social environment demonstrate strong positive effects on buying behavior (Gouwyn & Suhendry, 2022). Meanwhile, product image also plays a crucial role by strengthening consumers’ emotional attachment to the brand and enhancing their trust in the product’s quality. A favorable product image creates added value in consumers’ minds and can differentiate a brand in competitive markets, especially on digital platforms like TikTok Shop where visual appeal is essential. Levina et al. (2023) found that both influencers and brand image have a significant impact on consumers’ purchasing decisions. Their study highlights that influencers help increase brand awareness and trust, which in turn strengthens the brand image in the minds of consumers. This combined effect ultimately leads to higher purchase intentions, demonstrating the important role of integrating influencer marketing with strong brand positioning.

Influencers, social interactions, and product branding go hand-in-hand and reinforce each other, making marketing strategies that integrate influencer engagement, foster a positive

social environment, and build a strong product image likely to be more successful in driving purchase decisions.

4. CONCLUSION

From the data obtained and the analysis carried out in this study, it can be concluded that influencers significantly positively affect purchasing decisions for skincare products in the TikTok Shop. The social environment significantly positively affects purchasing decisions for skincare products in TikTok shop. Product image does not considerably affect buying decisions for skincare products in the TikTok Shop. Influencers, social environment, and product image simultaneously significantly positively influence the decision to purchase skincare products in TikTokshop.

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