

MODEL OF FORMING PURCHASE INTENTION FOR SKINCARE PRODUCTS THROUGH TIKTOK SOCIAL MEDIA WITH THEORY OF PLANNED BEHAVIOR ANALYSIS

Nurul Fathin Siregar¹, Hartoyo, Mochammad Mukti Ali

School of Business, IPB University
Jl. Padjajaran, Bogor 16151, Indonesia

Article history:

Received
12 December 2023

Revised
1 February 2024

Accepted
19 February 2024

Available online
31 May 2024

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Abstract:

Background: Currently TikTok has become the most widely used social media application for online shopping, with beauty products securing the second position as the most frequently purchased category by consumers through social media platforms.

Purpose: The aim of this research are to analyze the influence of content marketing, perceived value, and perceived risk on the Theory of Planned Behavior, and the model for forming the intention to purchase skincare products through the TikTok social media platform using the Theory of Planned Behavior.

Design/methodology/approach: The data processing techniques used in this research are descriptive analysis and Structural Equation Model(SEM) analysis.

Findings/Result: The research results indicate that the highest percentage in the content marketing variable is found in on brand, perceived value in hedonic value, perceived risk in product risk, attitude in safety, subjective norms in content creator/affiliator, and perceived behavioral control in convenience.

Conclusion: Attitudes, subjective norms, and perceived behavioral control have a significant effect on the intention to purchase skincare products throughTikTok. Content marketing, perceived value, and perceived risk significantly affect attitudes. Content marketing significantly influences subjective norms, and perceived behavioral control is only influenced by perceived value.

Originality/value (State of the art): In this study, purchase intention is viewed through content marketing (credible, shareable, useful or fun, interesting, relevant, different, and on-brand), perceived value (utilitarian value, hedonic value, and social value), perceived risk (transaction risk, delivery risk, and product risk), and based on the theory of planned behavior (attitude, subjective norms, and perceived behavioral control). This combination of theories is tested using SEM PLS to understand how consumers develop the intention to buy skincare products through TikTok Shop.

Keywords: content marketing, perceived risk, perceived value, purchase intention, theory of planned behavior

¹ Corresponding author:
Email: fathinnurul@apps.ipb.ac.id

INTRODUCTION

Nowadays, online shopping can not only be carried out on e-commerce platforms, but a new trend is found, namely the trend of social commerce or shopping trends through social media platforms. TikTok is one of the social media platforms that has just released a social commerce feature. It is a social media application in the form of a music video platform from China that entered Indonesia at the end of 2017. Not just a music video platform, in April 2021, TikTok developed its application by providing the TikTok Shop feature. This is a social commerce feature that allows users and creators to market and sell products through short videos on TikTok.

TikTok Shop is the most widely used application for online shopping (Ahdiat, 2023). The reasons why Indonesian consumers shop online at TikTok Shop are because of relatively cheaper prices, attractive promos and vouchers, and interesting live streaming host explanations (Databoks, 2023).

Beauty products take second place as the product category most frequently purchased by consumers through social media platforms, such as TikTok Shop, Facebook Shops, and Instagram Shopping (Ahdiat, 2023). Around 54% of beauty, care, and health products are the most popular products in the live streaming feature on Shopee, TikTok, Lazada, and Tokopedia. One of the most popular skincare brands on TikTok Shop is Skintific (Septiani, 2023).

Skintific succeeded to reach second place as the top facial care brand, with total sales of IDR 44.4 billion during the period April to June 2022 in e-commerce (Shopee and Tokopedia) (Kompas, 2022). This product appeared in Indonesia in August 2021, at the beginning of Skintific products release, many consumers thought that this brand was a local brand, but according to BPOM RI, Skintific was produced by a Chinese company called Guangdong Essence Daily Chemical Co. Ltd.

Skintific is relatively quick to release new products, and it has very active marketing strategy on the TikTok platform. As a result, Skintific won the Sociolla and TikTok Live Awards 2022 in the Best Newcomer Brand 2022 category. Not only that, Skintific's moisturiser product, 5x Ceramide Barrier Moisture Gel, won the best moisturiser at Sociolla and Female Daily Awards (Kompas, 2023).

Although skincare products are classified in the high involvement category, i.e. products that have high risk and sacrifice at the time of purchase, and TikTok is considered a high risk sales platform, this product is one of the most frequently purchased. Therefore, it can be investigated how to model consumer purchase intention through this platform, and this can be analyzed using the theory of planned behavior.

Theory of planned behavior states that there are three factors that conceptually influence a person's intention. First, there is attitude towards behavior, which refers to the level of positive or negative evaluation of a person towards a particular behavior. Second, subjective norms, which describe the perceived social pressure to perform or not perform a behavior. Third, perceived behavioral control, which reflects the extent to which a person believes that an action can be performed easily or difficult, based on previous experience and anticipated future obstacles and challenges.

Purchasing behavior is driven by several factors that influence it, one of which is digital marketing. In this current condition, many companies do digital marketing through social media to influence users to buy the products or services offered. Digital Marketing is a product or service marketing strategy that has specific, measurable goals, and involves interaction through digital technology. One form of digital marketing is content marketing.

Content marketing is a business marketing process by creating and disseminating interesting and useful content, aiming to attract the attention of the intended consumers. Content marketing strategies can utilize all media (print, online, face-to-face, mobile, social, and so on) (Pulizzi, 2014). Based on the results of Mahendra and Nugroho's research (2021), content marketing has an influence on purchase intention, when companies share marketing content that is better than before, it has a positive impact on consumer purchase intention. The existence of content marketing provides insight to social media users, helps them get comprehensive information about products or services, and ultimately forms consumer purchase intentions.

Consumer purchase intentions can also be seen through consumer perceived value that has been considered to be a very important strategy because of the values that consumers want to provide to meet their needs, and help businesses to gain competitive and sustainable

advantages. According to Sweeney and Soutar (2001) perceived value is divided into utilitarian and hedonic value. Hsu and Lin (2016) also state that hedonic value reflects emotional satisfaction and self-fulfilment. Meanwhile, utilitarian value is more related to functional benefits. Then, the results obtained and social value is a function of the product's ability to improve individual social status.

Numerous researchers have conducted the studies on the purchase intention of skincare products through TikTok with different research focuses. Suwondo and Andriana's research (2023) aims to assess how online customer reviews, content marketing, and brand love affect consumer purchasing behavior for Skintific products on the TikTok Shop platform. Research by Kusuma et al. (2023) on the influence of influencers, user generated content, and brand image on purchase intention for Skintific products on TikTok social media. However, this study provides an update, which discusses the influence of theory of planned behavior on the purchase intention of skincare products through TikTok social media, which is influenced by content marketing, perceived value, and perceived risk.

This study used descriptive analysis to analyze the characteristics of respondents and indicators of each variable as well as PLS SEM analysis to estimate the path model. Thus, the purpose of this study is how to analyze the influence of content marketing, perceived value, and perceived risk on the theory of planned behavior and how to model the formation of purchase intention of skincare products through TikTok social media using the theory of planned behavior.

METHODS

Data were collected from September to October 2023 loctaed in Medan, North Sumatra. This research utilized primary data obtained through questionnaires distributed online using Google Form to Skintific consumers and secondary data in the form of journals, books, and previous studies.

This study employed purposive sampling technique with respondents in this study as the consumers who use Skintific skincare products and have made purchases through TikTok. The number of samples in this study was determined based on Sugiyono (2015)

by multiplying the number of indicators by a range of 5-10, so the number of samples in this study was 27 x minimum range of 5, so 200 respondents were sampled.

Data analysis and processing techniques in this study used descriptive analysis, which aimed to analyze the characteristics of respondents and indicators of each research variable. Top two boxes was used to determine the percentage of respondents who gave answers agreeing or disagreeing with each indicator. The level of agreement was measured using a Likert scale, with a score range of 1-5. A score of 1 indicated strongly disagree, 2 for disagree, 3 for a neutral attitude, 4 for agree, and 5 for strongly agree. Top Two Boxes (TTB) included the percentage of respondents who gave agree and strongly agree answers, and Bottom Two Boxes (BTB) included the percentage of respondents who gave disagree and strongly disagree answers.

SEM (Structural Equation Modeling) analysis was used to provide a cause-and-effect explanation in estimating statistical models in SEM. The SEM PLS path model consists of two sub models, namely, the structural model (inner model) that described the relationship between latent variables based on the substance of the theory and the measurement model (outer model) explains the correlation between latent variables and their indicators (Hair et al. 2021).

The hypotheses in this study are:

- H1: Content Marketing has a significant influence on Attitude
- H2: Content Marketing has a significant influence on Subjective norms
- H3: Content Marketing has a significant influence on Perceived Behavioral Control
- H4: Perceived Value has a significant influence on Attitude
- H5: Perceived Value has a significant influence on Perceived Behavioral Control
- H6: Perceived Risk has a significant influence on Attitude
- H7: Perceived Risk has a significant influence on Perceived Behavioral Control
- H8: Attitude has a significant influence on Purchase intention through TikTok
- H9: Subjective Norms has a significant influence on Purchase intention through TikTok
- H10: Perceived Behavioral Control has a significant influence on Purchase intention through TikTok

The emergence of TikTok social commerce provides consumers with a choice of online shopping platforms with beauty products as the second most frequently purchased product category through TikTok with skincare products being the best-selling products. Purchase intentions can be influenced by the content created and disseminated by sellers and creators through TikTok. Then there is the influence of perceived value, namely the assessment of the benefits and satisfaction received by consumers by using and buying skincare products through TikTok, and perceived risk, namely the risks and uncertainties that consumers will face in using and buying skincare products through TikTok.

The influence of content marketing, perceived value, and perceived risk will affect consumer attitudes, subjective norms, and perceived behavioral control on consumer purchase intentions through TikTok social media. Initial analysis was carried out using descriptive analysis of the characteristics of respondents and the results of the questionnaire for each variable, then the influences of content marketing, perceived value, and perceived risk on attitudes, subjective norms, and perceived behavioral control were analyzed using SEM PLS. Then, the influence of attitudes, subjective norms, and perceived behavioral control on purchase intention were also analysed using SEM PLS. The research framework can be seen in Figure 1.

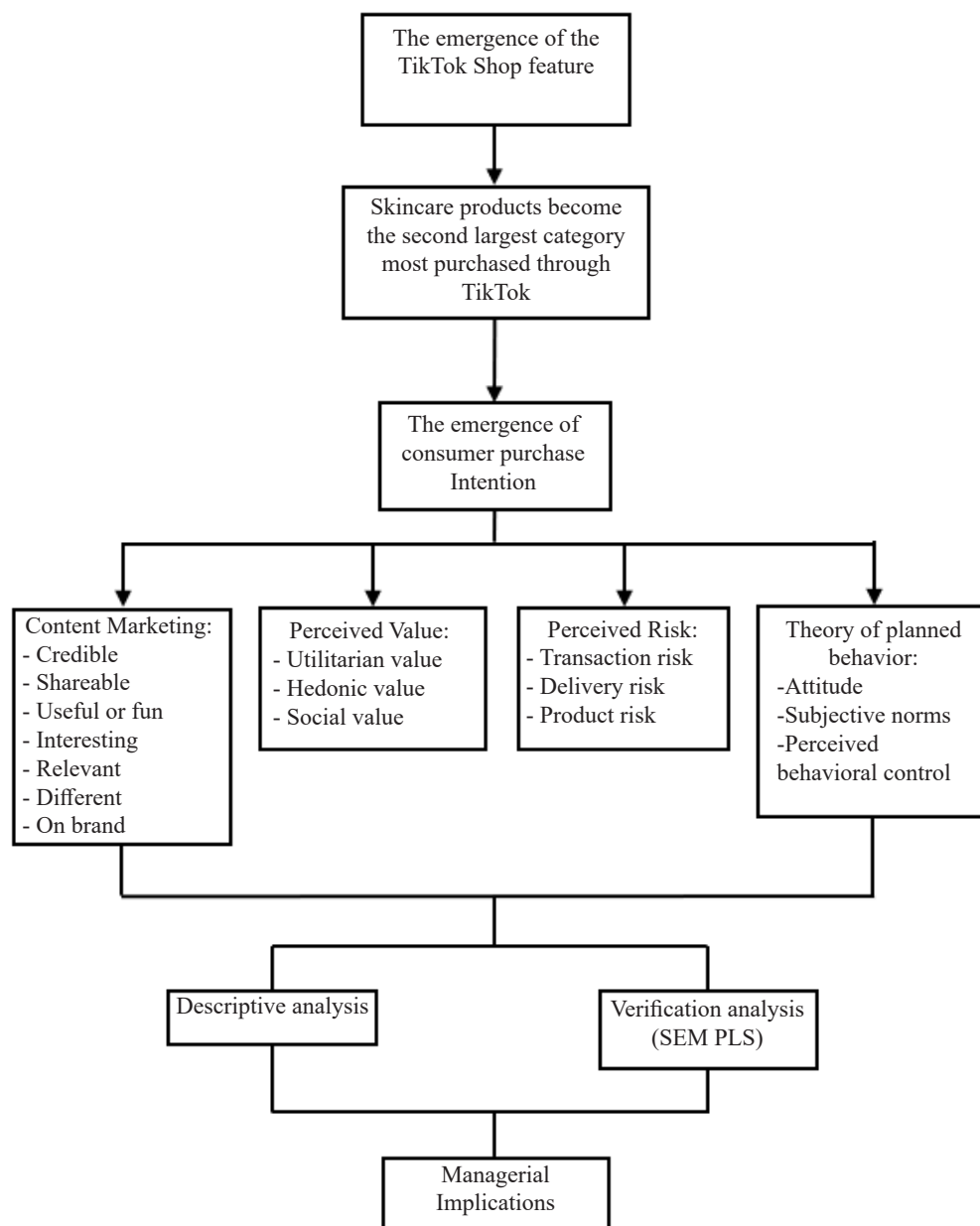


Figure 1. The Research framework

RESULTS

Respondent Characteristics

The characteristics of respondents in this study include gender, age, status, latest education, occupation, income, purchase of Skintific skincare products in the last three months, products that are often purchased, and from what platform respondents know Skintific skincare products. Based on the results of the study, the majority of respondents were women as much as 93% with an age range dominated by 20-24 years old by 70.5%. The marital status of the respondents was 90% unmarried and 10% married. In this study, the bachelor education level is the most dominant, as much as 66%. Senior High School/equivalent as much as 22%, diploma as much as 9%, and Master education as much as 3%. The occupation of respondents is dominated by private/state employees, and civil servants as much as 37.5%. The highest amount of income or pocket money of respondents is 2,000,000 – 5,000,000 as much as 48.5%.

As many as 93.5% of respondents made skincare purchases 1 - 3 times in the last three months. Not only one product is purchased by consumers in one purchase but there are several products, the most purchased skincare products are moisturizers as much as 78.5% and face masks as much as 30.5% with the TikTok platform as the place where respondents know Skintific products as much as 84%.

Description of Variable Indicators

Content Marketing

In the content marketing variable, all variables have a high percentage. However, the highest percentage is in the on brand indicator, which is 98% of respondents agree that the content displayed shows the brand of the product being sold, the content is in accordance with the branding of Skintific. The lowest percentage is in the interesting indicator, which is 67% of respondents agreeing that the content is very innovative, thus making consumers interested in knowing more about the product being promoted.

Perceived Value

In the perceived value variable, the highest percentage is in the hedonic value indicator, as many as 74.5%

of respondents are comfortable shopping for skincare products on TikTok and 80.5% of respondents feel very satisfied using Skintific skincare products. The lowest percentage is in social value, where 60.5% of respondents agree that buying Skintific skincare products makes respondents follow the current trend. However, 42.5% of respondents disagree that buying Skintific skincare products makes respondents look financially successful.

Perceived Risk

In the perceived risk variable, the highest percentage is in the product risk indicator as many as 69.5% of respondents agree that Skintific skincare products match expectations. The lowest percentage is in the transaction risk indicator as 55.5% of respondents agree that the online payment system on TikTok is safe. However, from these risk indicators, there are still many respondents who disagree, meaning that there are still risks that consumers feel about Skintific skincare products and purchases through TikTok.

Attitude

In the attitude variable, the highest percentage is in the safety indicator as many as 86% of respondents agree that Skintific skincare products are safe for use on consumer skin and have no negative effects. The lowest percentage is in the quality indicator as many as 75% of respondents agree that the price of Skintific skincare is comparable to its quality. This means that some consumers feel that Skintific products are suitable or have no negative effects on the skin, but consumers feel that the quality of Skintific products still has to be improved, so that consumers get results that meet consumer needs.

Subjective Norms

In the subjective norms variable, the highest percentage is in the content creator/affiliator indicator as many as 75.5% of respondents agree that the reviewer of the content creator/affiliator influences respondents to buy Skintific skincare products. The lowest percentage is in the friend indicator as many as 51.5% of respondents agree that friends influence to buy Skintific skincare products. Since the respondents know a lot about Skintific products through TikTok and the content shared by the content creator/affiliator, explaining the benefits of using the product, so that the

content creator/affiliator greatly influences respondents to buy Skintific products.

Perceived Behavioral Control

In the perceived behavioral control variable, the highest percentage is in the convenience indicator as many as 53.5% of respondents agree that the TikTok feature makes it easy for consumers to make purchases. The lowest percentage is in the decision indicator as many as 46% of respondents agree that respondents consider many things before making a decision to buy Skintific skincare products. Nevertheless, from this statement, many respondents chose neutral because skincare products have become the needs of respondents, and many respondents buy because they see reviews from content creators and influencer recommendations. Thus, respondents may purchase because of the influence of content creators.

Evaluation of Measurement Model (Outer Model)

Evaluation of the measurement model for convergent validity requires a loading factor value > 0.5 in each reflective indicator in the measurement model. If there are indicators with a loading value < 0.5 , it is necessary to recalculate the initial model to ensure that all reflective indicator loading factors meet the convergent validity criteria. Based on Figure 2, it can be seen that all loading factor values on the measurement model indicators have exceeded 0.5, indicating that all reflective indicators meet the requirements of convergent validity.

Next, test the reliability of the model to verify the accuracy, consistency, and reliability of the instrument in measuring latent variables. The reliability test was carried out by measuring composite reliability on latent variables, where latent variables that have a value > 0.7 are considered reliable. It can be seen in Table 1, all latent variables have a value of more than 0.7. Thus, it indicates a high, accurate, and consistent level of reliability.

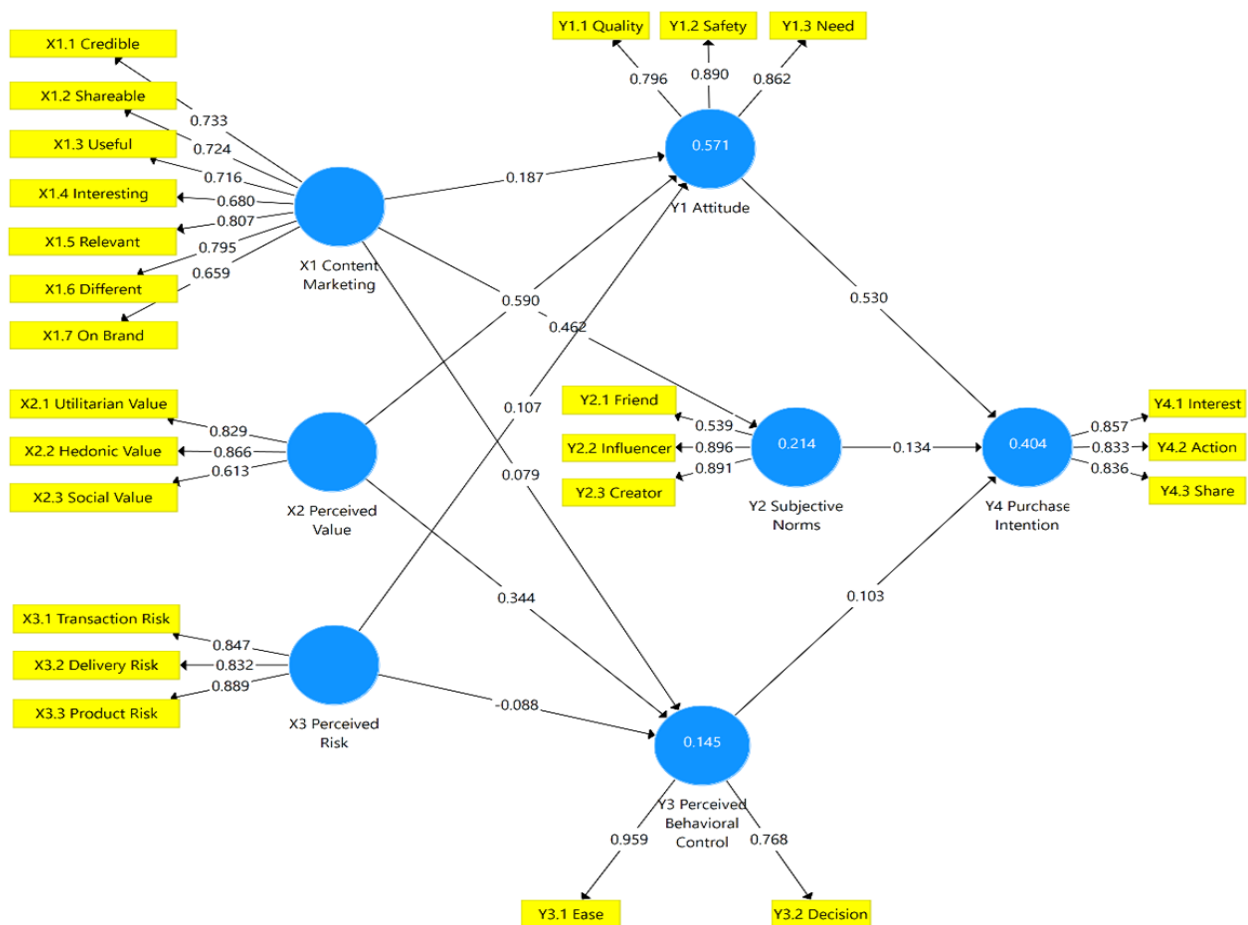


Figure 2. The Loading Factor of SEM PLS Model

The discriminant validity test can be seen by the cross-loading value in each indicator of each latent variable having a greater value than the other latent variables. This shows that the model has met the criteria for discriminant validity. In addition, it can be seen through the root value of Average Variance Extracted (\sqrt{AVE}), which is greater than the correlation value between latent variables, and indicates that the model also meets the discriminant validity requirements.

Based on Table 2, all latent variables show the dominance of the construct on each indicator compared to other indicator constructs, it can be seen that the indicators in each construct are valid and have good discriminant ability.

Structural Model Evaluation (Inner model)

Inner model evaluation can be seen through the results of the structural model, namely, to assess the significance of the relationship between constructs or variables. This model can be seen through the path coefficient, which reflects the strength of the relationship between constructs and its significance can be evaluated through the t-test or CR (critical ratio) value obtained from the bootstrapping process (resampling method). The results of the bootstrapping analysis in Table 3 show that content marketing has a significant positive effect on attitude with a coefficient of 0.187, indicating that the better the content marketing, the better the behavior found.

Table 1. Average Variance Extracted (AVE) and Composite Reliability

	Average Variance Extracted (AVE)	Composite Reliability
X1 Content Marketing	0.536	0.889
X2 Perceived Value	0.604	0.818
X3 Perceived Risk	0.733	0.892
Y1 Attitude	0.723	0.886
Y2 Subjective Norms	0.629	0.829
Y3 Perceived Behavioral Control	0.756	0.859
Y4 Purchase Intention	0.709	0.879

Table 2. Correlation Values between Latent Variables and \sqrt{AVE} Values of the Final Measurement Model

	X1	X2	X3	Y1	Y2	Y3	Y4
X1 Content Marketing	0.732						
X2 Perceived Value	0.605	0.777					
X3 Perceived Risk	0.278	0.259	0.856				
Y1 Attitude	0.573	0.730	0.312	0.850			
Y2 Subjective Norms	0.462	0.439	0.028	0.350	0.793		
Y3 Perceived Behavioral Control	0.262	0.368	0.023	0.325	0.317	0.869	
Y4 Purchase Intention	0.507	0.621	0.231	0.610	0.353	0.318	0.842

Table 3. Path Coefficient Values, T-Statistics, and P-Values

	Path coefficient	T Statistics	P Values
X1 Content Marketing → Y1 Attitude	0.187	3.024	0.001**
X1 Content Marketing → Y2 Subjective Norms	0.462	7.087	0.000**
X1 Content Marketing → Y3 Perceived Behavioral Control	0.079	0.891	0.187
X2 Perceived Value → Y1 Attitude	0.590	11.862	0.000**
X2 Perceived Value → Y3 Perceived Behavioral Control	0.344	4.396	0.000**
X3 Perceived Risk → Y1 Attitude	0.107	2.821	0.002**
X3 Perceived Risk → Y3 Perceived Behavioral Control	-0.088	1.141	0.127
Y1 Attitude → Y4 Purchase Intention	0.530	7.531	0.000**
Y2 Subjective Norms → Y4 Purchase Intention	0.134	1.801	0.036*
Y3 Perceived Behavioral Control → Y4 Purchase Intention	0.103	1.702	0.045*

Content marketing also has a positive influence on subjective norms with a coefficient of 0.462. It means that the better the content marketing, the subjective norms will increase. However, content marketing does not have a significant effect on perceived behavioural control, this can be seen from the p-value of 0.187, which is greater than the 0.05 significance level.

Perceived value has a significant positive effect on attitude with a coefficient of 0.590, indicating that the more perceived value increases, the more attitude will also increase. In addition, perceived value also has a positive effect on perceived behavioural control with a coefficient of 0.344, which means that the higher the perceived value, the more perceived behavioural control will increase. Meanwhile, perceived risk has a positive significant effect on attitude with a coefficient of 0.107, indicating that the more perceived risk increases, the more attitude will increase. However, perceived risk does not have a significant effect on perceived behavioural control, this can be seen from the p-value of 0.127, greater than the significance level of 0.05.

Attitude has a significant positive impact on purchase intention, with a coefficient value of 0.530. This shows that the more customer attitudes increase, the more purchase intention will also increase. In addition, subjective norms also have a significant positive effect on purchase intention, with a coefficient of 0.134. This means that the higher the level of subjective norms, the more purchase intention will also increase. Similarly, perceived behavioural control has a significant positive impact on purchase intention, with a coefficient of 0.103, indicating that the higher the level of perceived behavioural control, the purchase intention will also increase.

Table 4 shows the R-square value. The structural model for attitude can explain 56.9%, while the remaining of 43.1% is attributed to other factors outside the model. Furthermore, the structural model for subjective norms can explain 21.4%, with the remaining 78.6% explained by other factors outside the model. For perceived behavioural control, the structural model can be explained by 14.5%, with the remaining 85.5% explained by other factors. Finally, the structural model for purchase intention can be explained by 40.4%, and the remaining 59.6% is explained by other factors outside the model.

Table 4. R-Square Values

	R Square
Y1 Attitude	0.569
Y2 Subjective Norms	0.214
Y3 Perceived Behavioral Control	0.145
Y4 Purchase Intention	0.404

Hypothesis Testing

H1: The Effect of Content Marketing on Attitude

Content marketing has a significant influence on attitude. The results of this study are in line with research (Antika and Maknunah, 2019) that content marketing has a significant positive effect on purchase intention, where good content must be relevant, accurate, valuable, easy to understand, easy to find, and consistent. The content marketing created by Skintific has fulfilled the content criteria in this study, so that respondents get a good explanation of Skintific skincare products.

H2: The Effect of Content Marketing on Subjective Norms

Content marketing has a significant positive effect on subjective norms. This is in line with Halim and Keni's research (2022) celebrity endorsement that plays an important role in purchase intention because consumers easily trust what a celebrity says, especially if the celebrity is widely known by the public or as a consumer idol. In addition, this research is also in line with the findings of Prasetya et al. (2021), which show that there are five main qualities to evaluate influencers, namely relatability, knowledge, usefulness, confidence, and articulation. Content in the form of product recommendations and reviews by influencers or content creators plays a major role in influencing consumers because they tend to trust the words of influencers, especially if the influencer is widely known and considered trustworthy, such as beauty influencer Tasya Farassya who often promotes Skintific products.

H3: The Effect of Content Marketing on Perceived Behavioral Control

Content marketing has no significant effect on perceived behavioural control. This research is in line with the research of Ramirez et al. (2022) that perceived behavioural control does not have a significant effect on the purchase intention of fashion products advertised

by influencers. This is most likely because consumers have a lot of experience and a high level of control over their ability to buy online. Even though the content is good and interesting, it does not necessarily affect consumers' purchase intentions, this can be due to the fact that in making purchases, consumers are more focused on their experience in using the product, such as the benefits and satisfaction received by consumers.

H4: The Effect of Perceived Value on Attitude

Perceived value has a significant effect on attitude. This is in line with Gan and Wang's research (2017) that perceived value (Utilitarian, Hedonic, and social value) has a significant effect on purchase intention, where utilitarian value has the greatest influence on purchase intention, and hedonic value is the most prominent factor in influencing satisfaction. In this study, consumers are satisfied when using Skintific skincare products because the affordable price, good quality, they are satisfied using the product, and comfortable buying the product and according to the trend. As a result, consumers have a good attitude towards this skincare product. If consumers feel the benefits of the value contained in products and services from an economic, performance, emotional, and social value point of view well, then it is likely that consumers will feel satisfied with the perception that their expectations have been met (Ismah, 2023).

H5: The Effect of Perceived Value on Perceived Behavioral Control

Perceived value has a significant effect on perceived behavioural control. This is in line with research by Hakim (2020) that perceived value has a significant influence on purchase intention. Consumers tend to compare the value of products or services with their perceptions, and consider the sacrifices made, such as cost, time, and effort to obtain these products or services. The more perceived value, consumers are more likely to make a repurchase. If by using Skintific skincare products consumers get benefits, satisfaction, and social recognition, then consumers do not need to consider many things to make a purchase.

H6: The Effect of Perceived Risk on Attitude

Perceived risk has a significant effect on attitude. This is in line with the results of research by Henry et al. (2017), which states that the lower the risk perceived by

consumers, the more positive the consumer's attitude to shop. TikTok has a secure payment and delivery system, and Skintific skincare products that match consumer expectations make consumers confident and trust to use and buy this skincare product.

H7: The Effect of Perceived Risk on Perceived Behavioral Control

Perceived risk has no significant effect on perceived behavioural control. This is in line with the research of Ramirez et al. (2022), which states that if consumers find fashion products supported by influencers do not provide a certain level of safety, then consumers will have an unfavourable attitude, and their purchase intention will also decrease. It can be seen from this study that the perceived value of consumers is higher than other variables, so that expectations of the benefits received and consumer satisfaction are in accordance with consumer expectations. Even though there are still risks that are likely to occur in using and making purchases, consumers do not really care about it because what is more important is the consumer experience in making purchases through online platforms and what consumers feel in using these skincare products.

H8: The Effect of Attitude on Purchase Intention

Attitude has a significant effect on purchase intention. This is in line with the research of Hasbullah et al. (2016) that attitudes towards online shopping have a positive significant effect on the intention to purchase online. Consumers believe that Skintific skincare products are safe for the skin, the price is based on the quality, and can meet consumer needs, so that it can influence consumer intention to buy Skintific skincare products through TikTok.

H9: The Effect of Subjective Norms on Purchase Intention

Subjective norms have a significant positive effect on purchase intention. This is in line with the results of research by Amelia et al. (2019) that subjective norms have a significant effect on online shopping behaviour intentions, friends from school/campus are evidenced to encourage consumers in online shopping activities. The influence of other people, such as friends, influencers, and content creators can influence consumer intention to buy Skintific skincare products through TikTok.

H10: The Effect of Perceived Behavioral Control on Purchase Intention

Perceived behavioural control has a significant positive effect on purchase intention. This is in line with research (Bangun et al. 2023) Consumers will make purchases if they feel easier to control their purchasing behaviour. Therefore, when an online store presents an easy and controllable shopping interface and experience, it is likely that consumers will have a higher purchase intention. Consumers like shopping for Skintific skincare products because the TikTok Shop feature makes consumer purchases easy. This makes high consumers' purchase intentions because they don't need to consider many things before deciding to buy.

Managerial Implications

Managerial implications that Brand Skintific can consider to increase the purchase intention of its consumers can be seen based on the theory of planned behavior (attitudes, subjective norms, and perceived behavioral control). Skintific can improve content marketing by creating relevant content. This is key to attracting audience attention, building trust, and encouraging purchases. Relevant content must match Skintific's branding.

Skintific can create tutorials on the daily use of products, explain the benefits of using products, and provide reviews from beauty influencers or experts on skincare products. Skintific can improve product quality and present clinical trial results or evidence of skincare product safety, such as halal labelling to provide confidence and trust to consumers. In addition, TikTok can improve the risks that may occur to consumers because some respondents experienced risks, such as the transaction and delivery process. This can be done by providing safe and reliable payment options, monitoring transactions in real-time, providing clear return, and replacement policies. Collaborate with trusted and reputable delivery partners, create delivery security standards are able to reduce the risk of loss of parcels or damage during delivery and provide product use side effect protection services. TikTok can also create its own e-commerce application specifically for buying and selling transactions because consumers in this study consider the TikTok Shop feature to make it easier for them and comfortable in purchasing products.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Perceived value is the highest value among other variable values, meaning that consumer assessments in the form of benefits, satisfaction, and social recognition received by consumers that affect consumer attitudes and perceived behavioural control towards purchase intentions. In addition, content marketing also affects attitudes and subjective norms. This indicates that the content provided by influencers, content creators, or affiliators in the form of product reviews and recommendations can influence consumers to buy products. Perceived risk in this study only has a significant effect on attitudes, but has no effect on perceived behavioural control of consumers. This is because transaction risk, delivery risk, and product risk perceived by consumers are low, so consumer behavioural control is easy to purchase this skincare product through TikTok.

The results of the analysis using theory of planned behavior show that the variables of attitude, subjective norms, and perceived behavioural control have a significant effect on consumer purchase intention in purchasing skincare products through TikTok. The attitude variable becomes a very influential variable because it has the greatest value among other variable values, so that consumer confidence in products that are safe to use at a price that is comparable to the quality received can meet consumer needs.

Recommendation

It is expected that future researchers can explore the effect of TikTok Ads on purchase intention, and examine the content in more detail not only about the product, but can include the prevailing trends.

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