THE INFLUENCE OF INFLUENCER MARKETING, ONLINE CUSTOMER REVIEWS, AND LIVE STREAMING MARKETING ON SKINCARE PURCHASING DECISIONS AT TIKTOK SHOP FOR SANATA DHARMA UNIVERSITY STUDENTS.

Nathasa Putri Virgilia[1], Sicilia Mutiara Syane[2]
[1,2] Management, Sanata Dharma University Yogyakarta
Email: [1]nathasaputrivirgilia@gmail.com,[2]siciliasitohang946@gmail.com

ABSTRACT

This study aims to determine the effect of influencer marketing, online customer reviews, and live streaming marketing on purchasing decisions for skincare products at TikTok Shop (Case Study of Students Sanata Dharma University). This research uses a quantitative approach. The sampling technique used is non-probability sampling with the purposive sampling method. Sampling with a total of 100 respondents. The data collection technique was carried out by distributing questionnaires. Data analysis techniques using data analysis techniques Normality Test, Multicollinearity Test, Heteroscedasticity Test, Multiple Linear Regression Test, Simultaneous Test (F Test), Partial Test (T Test). The result of this study indicates that influencer marketing has an effect on purchasing decisions for skincare products. Online customer review affects the decision to purchase Skincare Products. Live Streaming Marketing has an effect on purchasing decisions for Skincare Products on TikTok Shop. With this research, marketers of skincare products can find out how potential it is to use influencers to market product, online customer review about product that have been purchased, and use the live streaming feature on TikTok to market products, of course this can help marketers to improve their skincare product marketing strategy.
Keywords*: Influencer Marketing, Online Customer Review, Live Streaming Marketing, Purchase Decision, TikTok Shop.*

1. Introduction

The current digital era has given birth to various new platforms, one of which is TikTok, which not only functions as social media, but has penetrated into the realm of E- commerce through the TikTok Shop feature. TikTok Shop is an e-commerce platform that utilizes the power of influencers and live streaming features in promoting products, and reaching customers more broadly. The platform allows users to shop for products that have been promoted by their favorite influencers or content creators. In 2023, active TikTok Shop users have penetrated more than 99 million users (DataBoks, 2023), this has caused sales on the TikTok Shop feature to experience rapid growth with a transaction value of Rp. 1.3 Trillion per month in 2023 for the Fast, moving, consumer good or FMCG category (Binus, 2023). The largest transaction growth was in the skincare category, amounting to Rp. 722 billion. This phenomenon occurs due to increased consumer awareness of skin health and beauty, especially among teenagers. The main research problem is to investigate how influencer marketing, customer reviews, and live streaming influence the purchase decision of skincare products at

TikTok Shop, with a particular focus on sanata dharma university students as TikTok Shop users.

From previous research conducted (Agustin, 2022) obtained the results that influencer marketing has a significant influence on purchasing decisions for skincare products at the TikTok shop. Then research on customer reviews conducted by (Suwondo & Noor Andriana, n.d.) that online customer reviews have a positive and significant influence on purchasing decisions for skincare products on TikTok. And finally research on live streaming conducted by (Maulidya Nurivananda et al., 2023) found that live streaming has a positive influence and a significant impact on purchasing skincare products on TikTok. Based on the results of previous research described above, this study was made to determine whether there is an influence of influencer marketing, customer reviews, and live streaming on skincare purchasing decisions on Tiktok where this research will be conducted on active students in the city of Yogyakarta. Previous research ignores specific contexts, such as active university students in Yogyakarta, by focusing more on broader demographics. In addition they tend to separate factors such as influencer marketing customer reviews and live streaming without considering their potential combined effects. For example, one study only limited demographics to the city of Samarinda and focused on the evaluation of a single skincare product, reducing a holistic understanding of the actual market dynamics.

Purchasing decisions made by consumers can be influenced by several factors such as the influence of creative content from influencers, reviews given by consumers who have made purchases, and also marketing strategies carried out such as discounts and usually sellers give discounts when live streaming on TikTok. Many marketing ideas and strategies are carried out by influencers, such as they always create creative content on TikTok so that many people are tempted to buy the products they offer, one of which is skincare products. After consumers are poisoned with skincare products offered by influencers, some of them will immediately make the decision to buy the product but some still want to find further information about the product by looking at reviews from consumers who have already bought the product. And not all consumers will also immediately buy skincare products after they find out about the skincare and find out reviews from previous customers because many consumers will buy products when at certain times that will provide discounts such as for example during live streaming by the seller, and indeed when live streaming the seller gives a price that is much cheaper than the existing catalog and this will make the product more affordable.

Consumers immediately make the decision to buy the product. So influencer marketing, customer reviews, and live streaming will influence purchasing decisions for skincare products on TikTok, because skincare is a product that many people need, especially women.

This research aims at some specific audiences such as, for TikTok The result of this study can help TikTok in understanding the factors that influence purchasing decisions for skincare product among Santa Dharma University students. This information can also be used by TikTok to improve marketing strategies and to improve service features such as live streaming an affiliaties to be more effective and efficient, TikTok can also use the results of this study to increase consumer loyalty and increase its market share. For Student the results of this study will help students understand the concept of purchasing decisions and the factors that influence them. This information helps students make more rational purchasing decisions. Students can use the findings from this study to improve marketing insights and skills. For Marketers the results of this study will help marketers understand the factors that influence student skincare purchasing decisions. This information can e used by marketers to develop more effective marketing strategies for technology products. Marketers can use the results of this study to increase awareness of the importance of the role of influencer marketing, online customer review, and live streaming.

This study aims to examine in depth the influence of influencer marketing, online customers review, and live streaming on skincare purchasing decision on TikTok on students of Sanata Dharma University. Testing the hypothesis of this study using regression analysis, Discussion of the research, its practical implications, and further research suggestions are explained later.

The rapid development of social media has changed consumer behavior and thinking patterns in making purchasing decisions. One of them is TikTok. TikTok is a popular social media that has presented the TikTok Shop feature which allows users to shop online. In this context, digital marketing strategies such as Influencer marketing, Online customer reviews, and Live streaming marketing are important factors that can influence consumer purchasing decisions.

Based on the Elaboration Likelihood Model or ELM theory (Petty & cacioppo 1984), Influencer Marketing can influence consumer purchasing decisions through the central route (involving deep cognitive processes) and peripheral route (involving simpler cognition, where consumers are more easily influenced by external factors such as the attractiveness of influencers). Influencers who are credible and have closeness with their followers (Najwah & Chasanah, 2022) can build trust and encourage consumer purchasing decisions.

In processing purchasing decisions, consumers prefer products and make purchasing decisions based on information and product recommendations from other users (Online Customers Review), this is supported by Social Cognitive Theory (Bandura, 1997) which states that, providing information and product recommendations, the consumer is more likely to make purchasing decisions based on information and product recommendations from other users can help consumers make purchasing decisions. Consumers tend to buy products and imitate the behavior of others who are considered trusted, including positive reviews from other users (Nurvitasari & Dwijayanti, 2021).

The existence of online interactions between sellers and buyers in real-time, can create a more interactive, personalized and interesting shopping experience (Mokodompit et al., 2022). Of course, this can build and increase consumer confidence in the product, so that consumers can make purchasing decisions easily.

2. Literatur Review And Hypothesis Development

2.1 Literatur Review

2.1.1 Influencer Marketing

Influencer Marketing is a person who has a very important influence in influencing consumer purchasing decisions by providing information about the products offered (Kotler & Keller, 2016: 326). Influencer *Marketing* is a *digitalmarketing* strategy that utilizes the power of an *influencer* to promote products and services to a specific target *audience* and can influence others to make purchasing decisions. The role of *Influencers* can be as *endorsers*, and *brand ambassadors* who can be found in various social media (Agustin & Amron, 2022). The *Influencer Marketing* indicators that influence consumer purchasing decisions are *Influencer*content, insight, and clarity of product information delivery.

2.1.2 Online Customer Review

Online Customer Review (OCR) is one of the *word of mouth* communication trategies in *online* sales *(*Ramadan et al., 2021). *Customer* reviews can provideimportant information to potential buyers about the benefits of the product. OCR can help potential buyers in assessing product quality and in making purchasing decisions (Kanitra, 2018). The *Online Customer Review* indicators that influence consumer purchasing decisions, namely, ease of access to information, trust, and honesty of consumer *online* reviews.

2.1.3 Live Streaming Marketing

Live Streaming Marketing is a broadcast conducted *online* or in *real-time* that enables business to business (B to B) and business to consumer (B to C) communication (Zhang, 2019). *Live Streaming Marketing* is a digital marketing strategy that utilizes the live broadcast feature of social media to promote products, brand services, and communicate with audiences in *real-time* to build more interactive relationships with audiences (Maulidya Nurivananda et al., 2023b). The indicators of *Live Streaming Marketing* that influence consumer purchasing decisions are, interest in *Live Streaming*, the *host's* ability to introduce products, the speed of communication between buyers and sellers, and the discounts offered.

2.1.4 Purchase Decision

Purchasing decisions are a problem recognition process carried out by consumers by searching for information about products that are considered to solve their problems, and consumers evaluate them first which then leads to purchasing decisions (Mardiana et al., 2021). According to (Kotler & Armstrong, 2016), purchasing decisions are a decision-making process carried out by consumers involving five stages; problem recognition, information search, alternative evaluation, purchase decisions, and post-purchase behavior. Purchasing decisions are made by consumers before buying a product or service. The indicators of purchasing decisions that influence consumer purchasing decisions are, recommendations from people, ease of finding and buying products, and *vouchers* offered.

According to (Razak, 2016) determining purchasing decisions for a product is influenced by several factors:

  i. Internal Factors

  Factors that come from consumers themselves, which are included in internal factors are:
  a. Motivation, arising from a need that must be met
  b. Perception, the process experienced by consumers to process information into a picture. These images include price perceptions, perceptions of product advertising, and perceptions of product quality.
  c. Learning, a form of consumer behavior based on knowledge of a product or service that has been used.
  d. Personality, Consumers will buy a product according to their personality or lifestyle.

  ii. External Factors

  External factors that come from outside the consumer, which are included in the internal factors are:
  a. Culture, Culture can have a different influence on buying situations, influenced by the values or symbols that are believed.
  b. Decisions about the time of purchase, Consumers have different buying patterns regarding the time of purchase.
  c. Decisions on Payment Methods, Consumers are free to choose the payment method that best suits their needs when making a purchase. There are several payment methods, namely, cash, bank transfers, debit/credit cards, *e-wallets,* and *paylater.*

2.2 Hypothesis Development

2.2.1 Influence of *Influencer Marketing on Purchasing Decisions*

The existence of content from influencers makes the products they promote spread more widely to the public or consumers, and the information provided by influencers really helps consumers to find out more about these products and makes consumers interested and will make purchasing decisions on these products. In previous research conducted (Dhea, 2024) found that *influencer marketing has a* significant influence on purchasing decisions for *skincare*

products at TikTok *shops*, and these findings are the same as research conducted by Agustin and Amaron (2022).This research can be interpreted that the more influencers who promote products, the consumer purchasing decisions for these products will also increase.

H1: *Influencer Marketing has a* positive and significant effect on *Skincare* PurchasingDecisions on TikTok

2.2.2 The Effect of Online Customer Reviews on Purchasing Decisions

Online Customer Review greatly influences other consumers in making purchasing decisions, because consumers who first buy a product will give an honest review of the product. So honest reviews from consumers who first become a big consideration for other consumers to make purchases, so if the Online Customer Review gives a positive review of a product, there is a big hope for other consumers to make a purchase decision on the product.

Previous research conducted by (Lisa, 2024) that online customer reviews have a positive and significant influence on purchasing decisions for skincare products on TikTok. From this study, it can be interpreted that the reviews given by consumers of products make purchasing decisions increase.

H2: Online Customer Review has a positive and significant effect on Skincare Purchasing Decisions on TikTok.

2.2.3 The Effect of Live Streaming Marketing on Purchasing Decisions

Live Streaming is a marketing strategy that is developing and is widely used by sellers at TikTok Shop, many consumers make purchases when live streaming takes place, this is because through live streaming sellers and consumers can easily and quickly communicate, if consumers want to ask questions about products they can quickly get answers from the seller or live streaming admin, and the main reason why consumers prefer to make purchases when live is because of the price discounts provided by the seller or admin and vouchers that can only be used for orders via live streaming. This is what makes live streaming really influence consumers to make purchasing decisions.

Research that has been conducted by (Shahnaz, 2023) found that live streaming has a positive influence and a significant impact on purchasing skincare products on TikTok. So from previous research it can be interpreted that direct interaction between sellers and buyers provides an interesting shopping experience and plus the discount given during live streaming makes purchasing decisions increase.

H3: live streaming marketing has a positive and significant effect on Purchasing Decisions Skincare on TikTok
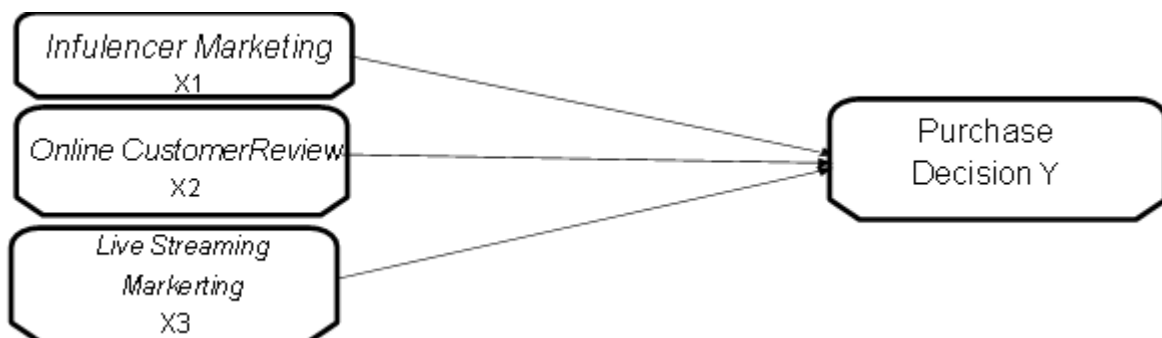
Frame of Thought

Figure 1. Frame of Thought

3. Research Methods

3.1 Research Design

This research method uses a quantitative approach, where the quantitative approach is an approach in which it uses a lot of numbers, which is used to examine certain populations or samples, data collection using research instruments, and data analysis is quantitative or statistical with the aim of testing predetermined hypotheses. This research aims to explain the casual relationship between the independent variables (influencer marketing, online customer, and live streaming marketing) and the dependent variable (purchase decision).

3.2 Population and Sample

3.2.1 Population

The population in this study were all students of Sanata Dharma University Yogyakarta use the TikTok app.

3.3 Sample

The sample in this study was taken using nonprobability sampling technique (purposive sampling). Where the data used in this study is data from the results of field observations, namely by distributing questionnaires in the form of Google Forms to respondents via WhatsApp and Instagram. The characteristics of the respondents in this study are:

1) Active students of Sanata Dharma University who use the TikTok app
2) Ever shop for skincare at Tiktok Shop
3) Ever seen skincare influencer content on TikTok app
4) Ever seen an online customer review of skincare on the TikTok Shop application
5) Ever seen live streaming skincare on TikTok app

The calculation of the sample size is calculated using the Rao Purba formula as in previous research conducted by (Agustin, 2022), Rao Purba is a formula used to determine the sample size of an infinite population, as for the calculation as follows:

$$n = \frac{Z^2}{4\,(Moe)^2}$$
$$n = \frac{1,96^2}{4\,(0,10)^2}$$
$$n = 96,04$$

Description:

n = Number of samples

Z = 95% sampling confidence level or 1.96 Moe = Maximum tolerable error rate, usually 10%

From the above calculations, it shows a value of 96.04, it is concluded that the minimum sample size is 96 people, therefore the researcher decided on the number of respondents. Used in this study were 100 respondents to fulfill the adequacy of the sample because it is likely that the distribution pattern of characteristics investigated in the population is well distributed in the subjects drawn as samples and data processing and data processing was calculated using SPSS.

3.4 Data Analysis Technique

This research uses a data collection method in the form of a questionnaire that contains statements to clarify the indicators of each variable and is distributed online through social media platforms such as WhatsApp, Instagram, Line, and others. This approach proves effective for researchers if they have an accurate understanding of the variables being measured and the expectations of respondents. The population used in this study are active students of Sanata Dharma University who have TikTok social media accounts and have shopped online through TikTok Shop, researchers need 100 respondents who have been calculated based on the Rao

Purba formula as a sample in this study. This research was also conducted based on data obtained from Databoks, social media, and previous studies. As for some data analysis techniques and processes that will be used and carried out in this study as follows.

3.4.1 Normality Test

The Normality Test is conducted to test whether in a regression model, an independent variable and the dependent variable or both have a normal or abnormal distribution (Ghozali, 2016). As is known, the T and F tests assume that the residual values follow a normal distribution. If there is a violation of this assumption, the statistical test becomes invalid for a small sample size. The data normality test can be done using the One Sample Kolmogorov Smirnov test, namely, if the significance result is above 5% or 0.05, the data has a normal distribution. If the One Sample Kolmogorov Smirnov test results produce a significant value below 5% or 0.05 then the data does not have a normal distribution.

3.4.2 Multicollinearity Test

Multicollinearity testing is carried out to determine whether the regression model performed shows a correlation between independent variables or independent variables (Ghozali, 2016). Multicollinearity has an effect that causes high variables in the sample. This means that the standard error is large, as a result the coefficient is tested, the t-count will be smaller than the t-table. The provisions of the Multicollinearity Test are, First, based on the Tolerance Value, if the tolerance value is greater than 0.10 then there is no multicollinearity. If the tolerance value is smaller than 0.10 then multicollinearity occurs. Second, based on the VIF value, if the VIF value is < 10.00, it means that there is no multicollinearity in the regression model. If the VIF value> 10.00, it means that there is multicollinearity in the regression model.

3.4.3 Heteroscedasticity Test

The purpose of the Heteroscedasticity Test is to determine whether the variance discomfort in the regression model occurs between residuals from one observation to another. If the variance is different, it is called Heteroscedasticity. The way to determine the presence or absence of Heteroscedasticity in a multiple linear regression model, namely by looking at the Scatterplot graph or from the predicted value of the dependent variable, namely SRESID. With the residual error, ZPRED. If there is no certain pattern and does not spread above or below zero on the y-axis, it can be concluded that there is no Heteroscedasticity.

3.4.4 Multiple Linear Regression Test

Multiple linear regression tests are used to see whether the model built has a linear relationship or not. This test model is to find information related to the magnitude of the influence of variable X on variable Y.

3.4.5 Simultaneous Test (F Test)

The simultaneous test (F test) aims to determine whether the regression model analyzed is good enough to explain the relationship (bound) between the independent and dependent variables.

Simultaneous Test Terms (F Test):
i.   Based on the significance value of the Anova Output
    a. If the significance value <0.05 then there is an effect of X1, X2, X3 simultaneously on y.
    b. If the significance value> 0.05 then there is no simultaneous influence of X1, X2, X3 on y.

ii.   Based on the comparison of the calculated F value with the F table
   a.   If the value of F count> F table then there is an effect of X1, X2, X3 simultaneously on Y.
   b.   If the value of F count < F table then there is no simultaneous influence of X1,X2, X3 on Y.

3.4.6 Partial Test (T Test)

Partial Test (T Test) aims to determine whether the independent variable or independent variable (X) partially affects the dependent variable (Y).
Partial T test conditions:
   i.   Significance value (Sig.)
      a.   If the sig value <0.05 then there is an influence of the independent variable (X) on the dependent variable (Y).
      b.   If the sig value> 0.05 then there is no influence of the independent variable (X) on the dependent variable (Y).
   ii.   Based on the comparison of the t value with the t table
      b.   If the t value> t table then there is an influence of the independent variable (X) on the dependent variable (Y).
      c.   If the calculated t value < t table then there is no influence of the independent variable (X) on the dependent variable (Y).

4. Discussion

4.1 Description of Respondent Characteristics

Based on the testing conducted, the researcher shows that 46.5% of respondents are in the age range of 21-25 years, while 53.5% of respondents are in the 18-20 years, 75.2% are female and the remaining 24.8% are male. Based on the data collected, it can be seen that 40.6% of Sanata Dharma University students' income or pocket money is in the range of Rp. 1,000,001-Rp. 2,000,000.

4.2 Research Instrument Test

The test results show that of the 20 statements tested, all meet the validity criteria. Broadly speaking, this validity is determined by evaluating the significance threshold (0.05) and comparing the calculated r value with the r table value. In this case, the r table is 0.1966. In addition, it is evident that each variable has a high level of dependability, this is indicated by the presence of Cronbach's Alpha values above 0.60. This indicates that any statements relating to these variables are considered reliable and dependable (reliable).

4.3 Classical Assumption Test
4.3.1   Normality Test

Table 1. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	-,0054596
	Std. Deviation	1,82748169
Most Extreme Differences	Absolute	,134
	Positive	,100
	Negative	-,134

		,134
Test Statistic		
Asymp. Sig. (2-tailed)		,000c
Monte Carlo Sig. (2-tailed) Sig.		,050d
99% Confidence Interval	Lower Bound	,044
	Upper Bound	,055

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Based on 10000 sampled tables with starting seed 299883525

The significance value of monte carlo is 0.050> 0.05, so the data above is normally distributed.

4.3.2 Multicollinearity Test

Tabel 2

a. Dependent Variable: scoretotaly

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	,614	1,435		-,428	,670		
scoretotalx1	,279	,103	,234	2,712	,008	,582	1,718
scoretotalx2	,220	,101	,183	2,174	,032	,607	1,646
scoretotalx3	,515	,083	,491	6,177	,000	,683	1,464

The tolerance value on each independent variable is:
- Influencer marketing: 0,582
- Online customer review: 0.607
- Live streaming marketing: 0,683

All three values are greater than 0.10, so the data in this study does not occur mutikolenieritas.
The VIF values on the independent variables are:
- Influencer marketing: 1,718
- Online customer reviews: 1,646
- Live streaming marketing: 1,464

All three values are smaller than <10, so the data in this study does not occur multicollinearity.
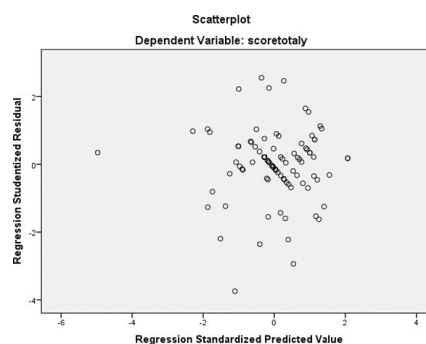
4.3.3. Heteroscedasticity Test

Figure 2

The Scatterplot results above can be seen that the data points do not form a certain pattern and the data spreads above and below the number 0 on the Y axis, therefore it can be concluded that this research data does not occur heteroscedasticity.

4.3.4. Multiple Linear Regression Test

Table 3. Model Summaryb

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,765a	,586	,573	1,847

    e. Predictors: (Constant), scoretotalx3, scoretotalx2, scoretotalx1
    f. Dependent Variable: scoretotaly

The R square value is 0.586 or equal to 58.6%. This figure means that the influencer marketing (X1), online customer review (X2), and live streaming marketing (X3) variables simultaneously (together) affect the purchasing decision variable (Y) by 58.6%. While the rest (100%-58.6%=41.4%) is influenced by other variables outside of this regression equation or variables not examined.

4.3.5. F test

F table is obtained in the distribution of statistical r table values at 5% or 0.05 significance using the formula:

$$Ftable = (k; n-k)$$

Description:
K = Number of independent variables (free variables or X) n = Number of respondents.

$$Ftable = (3; 3-100)$$
$$Ftable = (3; 97)$$

From this formula, the Ftable obtained is 2.70.

Table 4. ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	463,005	3	154,335	45,229	,000b
	Residuals	327,585	96	3,412		
	Total	790,590	99			

    g. Dependent Variable: scoretotaly
    h. Predictors: (Constant), scoretotalx3, scoretotalx2, scoretotalx1

The significant value of the ANOVA table is 0.00 which means that it is below 0.05 so it is concluded that all the independent variables studied have a simultaneous effect (together) on the dependent variable.

The calculated F value is 45.229> F table 2.70, so the independent variables studied simultaneously (together) affect the dependent variable.

4.3.6. T test

The formula for finding the t table value:

$$\text{T table} : (a/2 \; ; n - k - 1 \text{ or residual df})$$
$$\text{T table} : (0{,}05/2 \; ; 100\text{-}3\text{-}1)$$
$$\text{T table} : (0{,}025 \; ; 96)$$

Then t table = number 0.0; 96 can be found in the distribution of static t table values. Based on the distribution of the t table, 1.984 is obtained.

Table 5. Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	,614	1,435		-,428	,670		
scoretotalx1	,279	,103	,234	2,712	,008	,582	1,718
scoretotalx2	,220	,101	,183	2,174	,032	,607	1,646
scoretotalx3	,515	,083	,491	6,177	,000	,683	1,464

Dependent Variable: scoretotaly

Influencer Marketing (X1) influence on purchasing decisions (Y)
a.   The value of t count 2.712> t table 1.984 then X1 has an effect on Y.
b.   The significance value is 0.008 <0.05, so X1 has an effect on Y
The effect of Online Customer Review (X2) on purchasing decisions (Y)
a.   The value of t count 2.174> t table 1.984 then X2 has an effect on Y
b.   The significance value is 0.032 <0.05, so X2 has an effect on Y
The effect of Live Streaming Marketing (X3) on purchasing decisions (Y)
a.   The calculated t value is 6.177> t table 1.984 then X3 has an effect on Y
b.   The significance value of 0.000 <0.05 so X3 has an effect on Y

4.4 Multiple Linear Regression Analysis Equation

Table 6

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	,614	1,435		-,428	,670		
scoretotalx1	,279	,103	,234	2,712	,008	,582	1,718
scoretotalx2	,220	,101	,183	2,174	,032	,607	1,646
scoretotalx3	,515	,083	,491	6,177	,000	,683	1,464

a.   Dependent Variable: scoretotaly

In this study the multiple regression equation used is:

$$Y = a+b1X1+b2X2+b3X3$$

Description:
Y = Purchase decision
a = Constant
b1 = Influencer marketing regression coefficient
b2 = Online customer review regression coefficient
b3 = Live streaming regression coefficient
X1 = Influencer marketing variable
X2 = Online customer review variable
X3 = Live streaming variable

$$Y = 0.614 + 0.279X1 + 0.220X2 + 0.515X3$$

- The magnitude of the constant is 0.614, which means that there is a positive influence on the independent variables, namely Influencer Marketing, Online Customers Review, and Live Streaming Marketing.
- The regression coefficient value for the Influencer Marketing variable of 0.279 is positive, so the Influencer Marketing variable shows a unidirectional relationship with the Purchase Decision dependent variable. The regression coefficient value of 0.279 means that for each additional variable of one unit, the dependent variable will increase by 0.279.
- The regression coefficient value for the Influencer Marketing variable of 0.220 is positive, so the Online Customers Review variable shows a unidirectional relationship with the Purchase Decision dependent variable. The regression coefficient value of 0.220 means that for each addition of the variable by one unit, the dependent variable will increase by 0.220.
- The regression coefficient value for the Influencer Marketing variable of 0.515 is positive, so the Live Streaming Marketing variable shows a unidirectional relationship with the Purchase Decision dependent variable. The regression coefficient value of 0.515 means that for each one-unit addition of the variable, the dependent variable will increase by 0.5

5. Conclusions, Limitations And Implications

Based on the findings obtained from the analysis, testing and discussion, the following conclusions can be drawn:

1. Influencer marketing variables partially influence or have a significant impact on purchasing decisions for skincare products at TikTok Shop.
2. Online customer review variables partially influence or have a significant impact on purchasing decisions for skincare products at TikTok Shop.
3. Live streaming marketing variables partially influence or have a significant impact on purchasing decisions for skincare products at TikTok Shop.
4. Influencer marketing factors, online customer reviews, live streaming marketing have a positive and statistically significant influence or simultaneously (together) on purchasing decisions for skincare products at TikTok Shop. Therefore, it can be concluded that hypothesis 3 in this study has been supported.
5. Influencer marketing, online customer reviews, and live streaming marketing variables have a positive impact on purchasing decisions for skincare products at TikTok Shop.

There are several aspects to consider in this research. One limitation is the sample size, which consists of 100 respondents. Although their contributions are valuable, these 100 respondents may not be able to cover the entire demographic diversity of Tiktok Shop users. Then, the second limitation is related to the research variables, this study only focuses on three main variables, namely Influencer Marketing, Online Customer Review, and Live Streaming Marketing. This allows additional components to contribute to purchasing decisions that have not been examined in this study.

This study found that Influencer Marketing, Online Customer Review, and Live Streaming Marketing have a statistically significant influence on consumer purchasing decisions on skincare products at TikTok Shop. Therefore, marketers must be able to optimally utilize the TikTok Shop platform in their marketing strategy. Marketers need to design more effective marketing strategies and relevant for skincare products at TikTok Shop. In addition, marketers also need to continue to monitor changes in trends and consumer behavior and update marketing strategies regularly to stay competitive and survive in the competitive market.

Suggestions for sellers of skincare products at TikTok Shop to be able to use effective marketing strategies by utilizing the power of the right Influencer in accordance with the brand image of skincare products so that it can help increase brand awareness and can build consumer confidence in skincare products at TikTok Shop. Then marketers also need to actively interact and respond to reviews given by consumers online.

References

Agustin, N., & Amron, A. (2022). THE INFLUENCE OF INFLUENCER MARKETING AND PRICE PERCEPTION ON SKINCARE PURCHASE INTENTION AT TIKTOK SHOP. Performance, 5 (01), 49-61. https://doi.org/10.34005/kinerja.v5i01.2243

Cahyani, R. (n.d.). THE INFLUENCE OF DIGITAL MARKETING ON PURCHASING DECISIONS THROUGH ELECTRONIC WORD OF MOUTH ON EMINA PRODUCTS IN SURABAYA CITY. Khuzaini Indonesian College of Economics (STIESIA) Surabaya.

Mardiana, D., Sijabat, R., & Article, I. (2021). Widya Cipta: Journal of Secretarial and Management Analysis of Factors Which Influencing Decision Purchase. http://ejournal.bsi.ac.id/ejurnal/index.php/widyacipta

Maulidya Nurivananda, S., Fitriyah, Z., Development, U., Veteran, N. ", & Timur, J. (2023b). The Effect Of Content Marketing And Live Streaming On Purchase Decisions On The Social Media Application Tiktok (Study On Generation Z Consumers @Scarlett_Whitening In Surabaya) The Effect Of Content Marketing And Live Streaming On Purchase Decisions On The Social Media Application Tiktok (Study On Generation Z Consumers @Scarlett_Whitening In Surabaya). In Management Studies and Entrepreneurship Journal (Vol. 4, Issue 4). http://journal.yrpipku.com/index.php/msej

Ramadan, F., Hafid, H., & Muhammadiyah, S. (2021). The influence of online customer reviews and e- service quality on purchasing decisions through the marketplace. ECONOMIC FORUM, 23(3), 405-412. http://journal.feb.unmul.ac.id/index.php/FORUMEKONOMI

Suwondo, N. M., & Noor Andriana, A. (n.d.). THE INFLUENCE OF ONLINE CUSTOMER REVIEWS, CONTENT MARKETING AND BRAND LOVE ON PURCHASING DECISIONS FOR SKINTIFIC PRODUCTS ON THE TIKTOK SHOP PLATFORM (STUDY ON CONSUMERS OF SKINTIFIC PRODUCTS IN SAMARINDA). 7(3), 2023.

Appendix
Validity test table

Table 7

Variables	Indicator	R count	R Table	Description
INFLUENCER MARKETINGX1	X1.1.1	0,362	0,196	Valid
	X1.2.1	0,806	0,196	Valid
	X1.2.2	0,605	0,196	Valid
	X1.2.3	0,775	0,196	Valid
	X1.2.4	0,773	0,196	Valid
	X1.3.1	0,361	0,196	Valid
ONLINE CUSTOMER REVIEW X2	X2.1.1	0,727	0,196	Valid
	X2.1.2	0,689	0,196	Valid
	X2.2.1	0,726	0,196	Valid
	X2.2.2	0,796	0,196	Valid
	X2.3.1	0,712	0,196	Valid
LIVE STREAMING MARKETINGX3	X3.1.1	0,8	0,196	Valid
	X3.2.1	0,764	0,196	Valid
	X3.3.1	0,848	0,196	Valid
	X3.4.1	0,801	0,196	Valid
	X3.5.1	0,786	0,196	Valid
PURCHASE DECISION Y	Y.1.1	0,825	0,196	Valid
	Y.1.2	0,774	0,196	Valid
	Y.1.3	0,847	0,196	Valid
	Y.1.4	0,783	0,196	Valid
	Y.1.5	0,808	0,196	Valid

Reliability Test Table

Table 8. Case Processing Summary

		N	%
Cases	Valid	99	100,0
	Excludeda	0	,0
	Total	99	100,0

a. Listwise deletion based on all variables in theprocedure.

Table 9. Reliability Statistics

Cronbach's Alpha	N of Items
,900	24

Table 10. Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
item1	121,35	212,864	,292	,900
item2	121,59	208,572	,426	,898
item3	121,43	209,534	,538	,898
item4	121,82	206,763	,477	,897
item5	121,64	203,213	,673	,895
scoretotalx 1	109,65	173,761	,686	,894
item6	121,32	210,099	,464	,898
item7	121,27	211,955	,337	,900
item8	121,34	207,248	,548	,897
item9	121,40	206,100	,597	,896
item10	121,29	209,515	,508	,898
scoretotalx 2	108,45	177,801	,637	,895
item11	121,52	204,252	,643	,895
item12	121,37	207,869	,626	,897
item13	121,30	206,948	,617	,896
item14	121,29	206,883	,579	,897
item15	121,27	205,425	,578	,896
scoretotalx 3	108,58	165,737	,717	,896
item16	121,64	202,846	,723	,894
item17	121,49	205,538	,606	,896
item18	121,43	205,779	,652	,896
item19	121,38	205,667	,663	,896
item20	121,46	202,313	,710	,894
scoretotaly	109,23	157,160	,804	,893