Effect of Brand Awareness, Celebrity Endorsements, and Online Customer Reviews on Women's Choice to Purchase Skincare Products on TikTok
(Study of Gen Z Women in Bandar Lampung)

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Abstract

The marketing industry has changed as a result of the quick advancement of digital technology, and TikTok is now utilized as an efficient marketing tool in addition to being an entertainment platform. Additionally, TikTok serves as a platform for brand-consumer connection as they look for information and make judgments about what to buy. This study is to investigate how women's skincare shopping decisions on TikTok are influenced by brand awareness, celebrity endorsements, and online customer evaluations, with a particular focus on Gen Z women in Bandar Lampung. All Bandar Lampung City Gen Z women who have purchased Skintific skincare items on TikTok at least once make up the study's population. The study uses a quantitative framework and explanatory methodologies. The samples were selected using purposeful sampling, and the sampling process was conducted using accidental sampling. 97 participants were given questionnaires as part of the data collection process. Among the data analysis techniques used are the validity test, reliability test, multiple linear regression analysis, classical assumption test, and hypothesis test. The data was statistically descriptively analyzed using SPSS software version 27. The results show that, when taken into account separately, brand awareness, celebrity endorsements, and online customer reviews all significantly and favorably influence purchasing decisions. When taken as a whole, these three elements have a favorable and substantial impact on purchasing decisions.

Keywords: Brand awareness, celebrity endorsement, online customer reviews, purchase decisions.

Introduction

Marketing methods have been significantly impacted by digital technological advancements, particularly in light of the proliferation of social media platforms. Social media

refers to a digital platform that facilitates online communication, information sharing, and content creation (Dewa & Safitri, 2021). Social media's existence affects consumers' decision-making process while making purchases, particularly for younger people (Welsa et al., 2022). According to the Meltwater.com report (2024), TikTok occupies the fourth position as the most used social media. Although relatively new, TikTok is able to compete with more established platforms due to its strong appeal and interactive content.

TikTok's combination of amusing features and social media influencers' ability to produce films to promote brands has made it a crucial tool for digital marketers looking to reach a larger audience (Sangadji et al., 2024). TikTok can be utilized as a platform in digital marketing techniques to increase coverage and boost brand awareness, according to Hayati and Sudradjat (2022). This platform has broadened its scope with the introduction of TikTok Shop, which offers a wide range of services related to marketing, shipping, sales, customer support, and payment in addition to being a location to buy and sell things (Zulfah et al., 2023).

In the context of Gen Z consumer interest, skincare and bodycare products are the most in-demand categories. According to a Populix report in the first quarter of 2023, as many as 73% of Gen Z respondents bought products from this category, followed by 65% of millennial consumers. (Databoks.katadata.co.id, 2024). The research also revealed that female consumers are more dominant in purchasing these products than men. It is recorded that 88% of Gen Z women and 81% of millennial women have bought products from this category. This reflects that skin care has become a top priority among young Indonesian women, and shows that women are the main market in this industry. Information about the monthly sales trend of brands in the beauty package category can be seen in figure 1.

Source: Compas.co.id, 2024

Figure 1. Skincare Brand Sales Trends in 2024

Based on figure 1, the Skintific brand managed to dominate the market by recording the highest sales of beauty packages in the first quarter of 2024. This brand experienced a 60.3% increase in sales, indicating that Skintific has managed to become a leading brand for consumers (Compas.co.id, 2024). This increase shows that during this period, consumer preferences tend to prefer products from the Skintific brand over other brands. In the context

of skincare products, purchase decisions are greatly influenced by various factors, one of which is the level of brand awareness. In the midst of increasingly fierce competition, Brand awareness become an important element that can influence consumers to make a purchase. In today's digital era, Brand awareness can be built through various strategies, one of which is through the use of social media such as TikTok. This platform allows brands to create creative, relevant, and memorable content so that it can reach a wider and more effective audience. In its efforts, Skintific collaborates with celebrities and social media influencers to strengthen brand image and build consumer trust.

One of the celebrity endorsements who collaborated with the skintific brand is Tasya Farasya. Tasya Farasya is known as a beauty influencer who is very selective in choosing beauty products, both skincare and makeup that she reviews. The "Tasya Farasya Approved" label attached to it is a sign that the reviewed product has met high quality standards according to its assessment and in accordance with the claims given (Muchlishoh, 2023).

Customer reviews can also have an impact on online buying decisions. Before choosing a product, prospective consumers might find valuable information from online customer reviews (Maulida & Pusvita Yuana, 2023). A type of word-of-mouth advertising, online customer reviews give prospective buyers a clear picture based on prior user experiences (Ardianti & Widiartanto, 2019). On TikTok, reviews can take the kind of videos or comments that offer product testimonies. This information can be utilized to increase potential customers' trust in the company or product being presented.

Literature Review

Marketing

Marketing is a strategic process aimed at identifying and fulfilling the needs and wants of individuals and social groups in alignment with organizational objectives (Kotler et al., 2022). The American Marketing Association (AMA) describes marketing as a collection of organizations, practices, and activities focused on creating, delivering, sharing, and communicating offerings that benefit consumers, clients, partners, and society as a whole (Kotler et al., 2022). As a result, marketing is a comprehensive, integrated strategy that goes beyond simply selling. This procedure is essential to maintaining the organization's growth and viability while cultivating enduring bonds with clients, partners, and the community at large.

Consumer Behavior

Consumer behavior is the study of how people, groups, or organizations purchase, use, and evaluate goods, services, concepts, or experiences to satisfy their needs and goals. Solomon and Russell (2024) define consumer behavior as the study of the full process that consumers go through, from choosing and buying to utilizing and discarding goods, services, concepts, or experiences, not only to meet needs but also as a means of expressing and constructing their identities. Therefore, consumer behavior represents a multifaceted and dynamic process that

extends beyond mere purchasing decisions, encompassing how consumers interact with and evaluate offerings in pursuit of personal satisfaction and self-expression.

Brand Awareness

Aaker (2008) defines brand awareness as a consumer's ability to recognize and remember a brand within a specific product category. Keller (2013) goes on to say that brand awareness measures how well a consumer can identify or remember a brand in a variety of contexts. Brand awareness is a key element of brand equity that greatly affects how consumers perceive a brand and how they make decisions about what to buy. During the purchasing process, consumers are more likely to take recognizable brands into account.
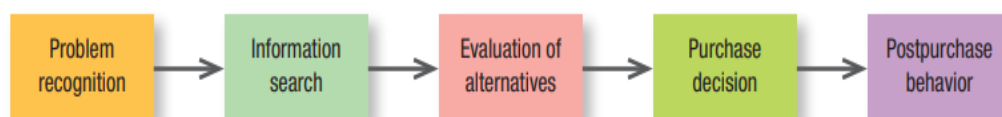
Celebrity Endorsement

Celebrity endorsement according to Shimp & Andrews (2013) is a marketing strategy that involves well-known figures or public figures to support and promote a product. According to Algiffary et al. (2020) One of the company's tactics is celebrity endorsement, which involves using well-known people or celebrities to endorse goods and services. The use of celebrities in marketing campaigns not only increases the appeal of the product, but also builds trust and brand awareness among consumers. Celebrity endorsements can play an important role in shaping positive buyer perceptions and can be a determining factor in purchasing decisions.

Online Customer Reviews

Purchase decisions are significantly influenced by online customer reviews, which are assessments posted by customers following their use of a product (Ardianti & Widiartanto, 2019). Online customer reviews are consumer evaluations of different product elements based on their prior experiences, conveyed through digital platforms, according to Daffaputra et al. (2023). As a kind of word-of-mouth advertising, these reviews give prospective customers access to the opinions of past users who have already bought and utilized the product.

Purchase Decision

According to Tjiptono (2019), customers go through a series of processes while making a buying choice, starting with identifying a problem, then gathering information, weighing their options, and finally deciding to buy. Likewise, Kotler et al. (2022) delineate five phases in the decision-making process: identification of the problem, search for information, assessment of options, actual purchase choice, and behavior after the purchase. This concept demonstrates that consumers make deliberate and methodical decisions before making a purchase, rather than acting on impulse.

Source: Kotler et al. (2022)

Figure 2.1 Purchase Decision Process

Research Method

This research adopts a quantitative approach using explanatory research, which aims to analyze and clarify the relationships and effects among the variables related to consumer purchasing decisions. Explanatory research focuses on understanding the position of a variable and how it affects other variables (Sekaran & Bougie, 2016). The target population comprises Gen Z women in Bandar Lampung City who have bought Skintific skincare products through the TikTok platform at least once. Purposive sampling, which is a non-probability sampling technique, was used. Using the Cochran formula, the sample size was established, yielding 97 responders in total. A standardized, closed-ended questionnaire with a Likert scale was used to collect data, and it was distributed using Google Forms. SPSS version 27 was used to evaluate the gathered data using statistical techniques such as multiple linear regression, hypothesis testing, validity and reliability testing, and traditional assumption testing.
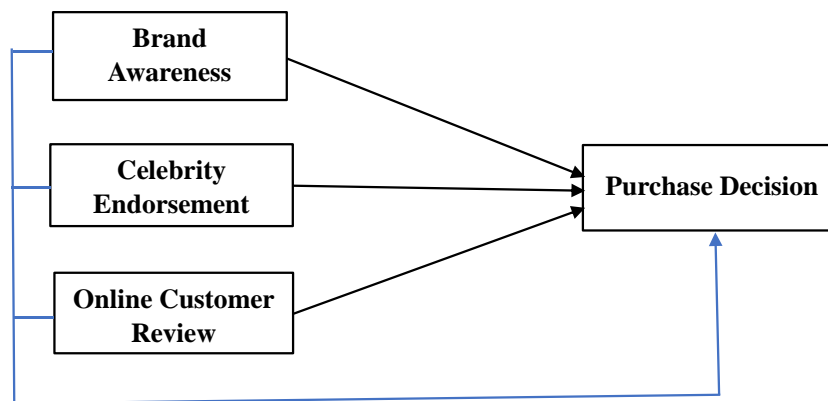

Figure 2.2 Theoretical Framework

Information:

———————▶ : Partially

———————▶ :Simultaneously

Result

Validity Test Results

The SPSS version 27 program was used to assess each questionnaire item that correlated with each variable as part of the study's validity test. The test involved 30 respondents, with the r-table value determined by the degrees of freedom (df = n - 2), resulting in df = 30 - 2 = 28. At a 5% significance level, the r-table value was calculated to be 0.374. Table 1 displays the validity test's comprehensive findings.

Table 1. Validity Test Results

Variable	Items	Calculation	Table	Information
Brand Awareness (X1)	X1.1	0,699	0,374	Valid
	X1.2	0,716		Valid
	X1.3	0,817		Valid
	X1.4	0,784		Valid
	X1.5	0,761		Valid
	X1.6	0,771		Valid
Celebrity Endorsement (X2)	X2.1	0,848	0,374	Valid
	X2.2	0,805		Valid
	X2.3	0,834		Valid
	X2.4	0,856		Valid
	X2.5	0,701		Valid
	X2.6	0,833		Valid
Online Customer Review (X3)	X3.1	0,833	0,374	Valid
	X3.2	0,878		Valid
	X3.3	0,739		Valid
	X3.4	0,847		Valid
	X3.5	0,845		Valid
	X3.6	0,739		Valid
	X3.7	0,811		Valid
Purchase Decision (Y)	Y1	0,873	0,374	Valid
	Y2	0,674		Valid
	Y3	0,927		Valid
	Y4	0,863		Valid

Source: Processed data (2025)

According to the validity test results displayed in Table 1, all of the instruments in this study are considered valid since each item's r-calculated value is higher than the r-table value.

Reliability Test Results

This study's reliability test was conducted by calculating the Cronbach's Alpha value for each variable. Sugiyono (2019) states that if an instrument's Cronbach's Alpha value is higher than 0.60, it is deemed dependable. Table 2 displays the reliability test's findings.

Table 2. Reliability Test Results

Variable	*Cronbach Alpha*	Information
Brand Awareness	0,848	Highly Reliable
Celebrity Endorsement	0,887	
Online Customer Reviews	0,914	
Purchase Decision	0,851	

Source: Processed data (2025)

Based on the reliability test results shown in Table 2, all variables in this study meet the established reliability standards. The Cronbach's Alpha values exceed the minimum threshold of >0.60, indicating that the instruments used are reliable. Therefore, it can be concluded that

the instruments are dependable and capable of producing consistent results across different users and repeated measurements.

Multiple Linear Regression Test Results

The purpose of this regression analysis was to determine whether an independent variable and a dependent variable were related. Table 3 displays the multiple linear regression analysis's findings.

Table 3. Multiple Linear Regression Test Results

		Coefficients^a						
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-.348	1.495		-.233	.816		
	X1	.400	.064	.517	6.265	<,001	.664	1.507
	X2	.148	.065	.195	2.287	.024	.619	1.616
	X3	.108	.051	.184	2.139	.035	.611	1.636

a. Dependent Variable: Y

Source: Processed data (2025)

The analysis results indicate a constant value of -0.348, with the coefficients for brand awareness, celebrity endorsement, and online customer reviews being 0.400, 0.148, and 0.108 respectively. These figures reflect the strength of each factor's impact on women's purchasing decisions regarding skincare products through the TikTok platform. Referring to the values shown in the table, the regression equation can then be constructed as follows:

$$Y= \alpha + \beta X1 + \beta X2 + \beta X3 + e$$

$$Y= -0.348 + 0.400\ X1 + 0.148 X2 + 0.108 X3 + e$$

Hypothesis Testing

T-test (Partial test)

The 95% confidence level, or significance level, in this investigation was chosen at $\alpha = 0.05$. With degrees of freedom (df) computed as n - k - 1, where n is the total number of respondents (97) and k is the number of independent variables (3), the crucial t-value was ascertained using the formula t ($\alpha/2$). This leads to df = 93 and t (0.025; 93), which, according to the t-distribution table, produce a critical t-value of 1.986. Table 3 displays the findings of the partial t-test. The following inferences can be made by contrasting the computed t values with the critical t-table value:

1. The brand awareness variable's (X_1) t-test findings show that Ha1 is accepted and Ho_1 is rejected, indicating that brand awareness influences the purchase decision (Y) in a partial, positive, and significant way.

2. The results of the t-test for the celebrity endorsement variable (X2) show that Ha2 is accepted and Ho2 is rejected, indicating that celebrity endorsement also has a significant and positive partial influence on the decision to purchase (Y).

3. Partially online customer reviews had a significant and positive influence on the purchase choice (Y), according to the findings of the t-test for the online customer review variable (X3), with Ha3 being accepted and Ho3 being rejected.

F Test (Simultaneous Test)

The crucial F-value (Ftable) and the computed F-value (Fcount) are compared to perform the F-test. The formula $F(\alpha)$ with degrees of freedom $df = (k; n - k - 1)$ is used to get the Ftable value, where n is the total number of respondents and k is the number of independent variables. f (0.05): df (2; 97-3-1) = f (0.05: df (2; 93), which yields a critical value of 2.70 according to the F-distribution table in this investigation. The following table displays the simultaneous (F) test results:

Table 6. F Test Results (Simultaneous Test)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	415.401	3	138.467	42.845	<,001[b]
	Residual	300.558	93	3.232		
	Total	715.959	96			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

Source: Processed data (2025)

With a significance level probability value of 0.001, which is less than 0.05, the computed F-value (Fcount) of 42.845 is larger than the crucial (Ftable) of 2.70, according to the F-test results based on Table 6. This demonstrates that women's decisions to buy skincare goods on TikTok are significantly and simultaneously influenced by brand awareness, celebrity endorsement, and online customer reviews. As a result, in this study, Ha4 is approved while Ho4 is refused.

Determination Coefficient Test Results (R^2)

Table 7 displays the study's determination coefficient (R^2) values.

Table 7. Determination Coefficient Test Results

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.762[a]	.580	.567	1.79772

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

Source: Processed data (2025)

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Table 7 shows that the computed R2 value is 0.580, meaning that the independent variables of brand knowledge, celebrity endorsement, and online customer reviews can together account for 58% of the variation in purchase decisions. Other factors not covered in this study are responsible for the remaining 42% of the variation.

Discussion

An overview of the research findings, based on the series of tests conducted, is illustrated in Figure 5.
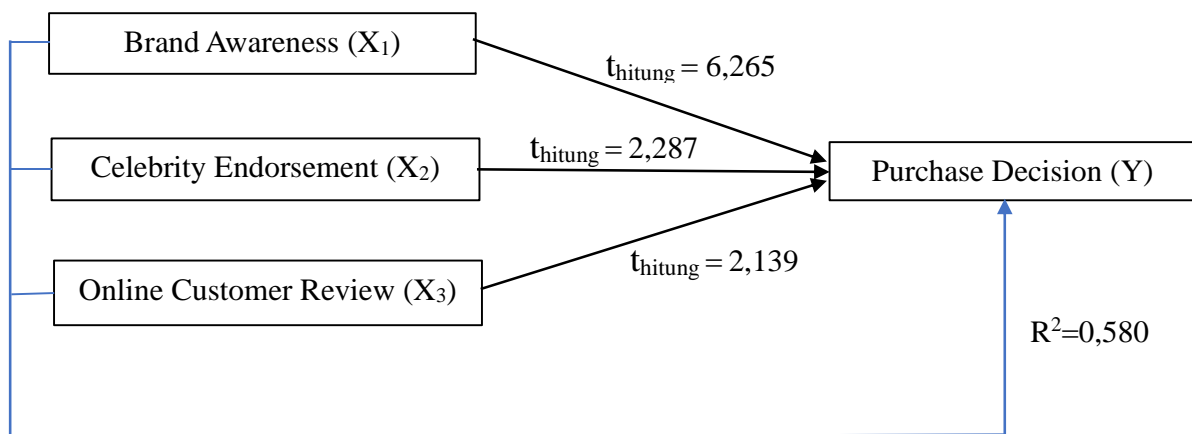
Source: Processed data (2025)

Figure 5. Overview of Research Results

The Effect of Brand Awareness on Purchase Decisions

With the greatest regression coefficient of 0.400, the study's findings show that women's decisions to buy skincare goods on TikTok are positively and significantly impacted by brand knowledge. This implies that the probability of making a purchase choice rises in tandem with brand awareness. This is corroborated by the t-test findings, which display a computed t-value of 6.265, over the essential t-value of 1.986, and a significance level of 0.001, below the 0.05 cutoff. Consequently, Ho1 is rejected and Ha1 is accepted.

These findings are in line with previous research by Sari et al. (2021) and Purwanto & Praditya (2024), who also found that brand awareness significantly influences purchasing decisions. Keller's (2013) thesis, which emphasizes the significance of brand awareness in building brand equity, is consistent with this. Well-known and memorable brands are more likely to be preferred and taken into consideration by customers when making purchases. Furthermore, a strong brand offers value by creating favorable opinions about the product in addition to offering competitive advantage through product performance.

Furthermore, from a consumer perspective, consumer behavior is strongly influenced by the brand awareness that has been built, and this contributes directly to the purchase decision. One of the psychological elements that influences people's opinions and preferences while they

are making judgments about what to buy is brand awareness. The first steps in this process are need identification, information search, and alternative evaluation. Brands that are already known and memorable will be more considered in the evaluation stage because they are considered more credible and trustworthy.

The Effect of Celebrity Endorsements on Purchase Decisions

The results of this study show that women's decisions to buy skincare goods on TikTok are greatly and favorably influenced by celebrity endorsements. A multiple linear regression coefficient of 0.148 supports this, indicating that a higher number of celebrity endorsers raises the possibility that customers will make a purchase. Additionally, the partial t-test results indicate a significance level of 0.024, below the 0.05 cutoff, and a computed t-value of 2.287, above the essential t-value of 1.986. Thus, Ho_2 is rejected and Ha_2 is accepted.

This research supports previous research by Wachyuni & Priyambodo (2020) and Lestari & Wahyono (2021) which states that celebrity endorsements can increase consumer interest and confidence in buying products. This occurs because celebrities who advocate items are frequently regarded by customers as having relevant experience, trustworthiness, and beauty, which helps to foster trust in the goods being advertised. According to Kotler et al. (2022), psychological elements including perception, motivation, and beliefs affect consumers' decisions to buy. When celebrities who are used as endorsers are considered to have knowledge, expertise, or experience in using a product, consumers will trust the information conveyed more. Recommendations from figures who are considered competent and trusted tend to reduce uncertainty and strengthen consumer confidence in product quality, thereby contributing to purchasing decision-making.

The Effect of Online Customer Reviews on Purchase Decisions

With a regression coefficient of 0.108, the study's findings show that women's decisions to buy skincare goods on TikTok are positively and significantly influenced by online customer reviews. This suggests that the greater the frequency and quality of online consumer feedback, the higher the likelihood that consumers will decide to buy. The partial t-test findings revealed a significance level of 0.035, below 0.05, and a t-value of 2.139, over the crucial t-value of 1.986. As a result, Ho_3 is rejected and Ha_3 is accepted. These findings are in accordance with previous studies by Nancy et al. (2023) and Ramadhana & Nicky (2022), which also shown that online customer reviews significantly and favorably influence consumers' purchase decisions. This is in line with Kotler et al. (2022), who stress that customer reviews are an important source of information when making decisions, particularly when they are seen as pertinent and objective.

Online customer reviews are one of the social and psychological elements influencing consumers' decision-making, according to consumer behavior theory. According to this idea, external influences like other people's opinions and experiences have an impact on purchasing decisions in addition to internal ones like needs and income. Online customer reviews are crucial throughout the information search and alternative evaluation phases, when buyers gather information from other users' experiences to determine whether a product is a good fit for their requirements. Consumers will compare different brands and products based on the

experiences of other users, especially when they have never tried the product in person. Online customer reviews are considered a form of social proof that can strengthen consumer trust in a product.

The Effect of Brand Awareness, Clebrity Endorsement and Online Customer Reviews on Purchase Decisions

The findings of the studies show that women's decisions to buy skincare goods on TikTok are significantly influenced by brand awareness, celebrity endorsements, and online customer reviews taken together. With a probability value of 0.001, which is less than 0.05, the simultaneous test (F test) demonstrated that the computed F-value (42.845) surpasses the essential F-value (2.70), resulting in the acceptance of Ha4. Furthermore, it was discovered that the coefficient of determination (R2) was 0.580, or 58%, indicating that these three independent variables significantly explain the decision to buy. Put another way, the variables investigated in this study account for 58% of the variance in purchasing decisions, with other factors not included in the research model accounting for the remaining 42%.

Brand awareness helps consumers recognize and remember products, so they are more trusting and interested in buying. Meanwhile, celebrity endorsements are able to attract the attention of the audience, making the product look more attractive and convincing, especially if the celebrity has a positive image and a high level of popularity among consumers. In addition, online customer reviews act as a form of product quality validation based on real images from previous consumers, which can help potential buyers be more confident in buying products. Thus, these three variables complement each other in shaping consumers' positive perceptions of brands and driving purchasing decisions.

Conclusion

The following conclusions can be made in light of the research findings and discussion of the effects of brand awareness, celebrity endorsements, and online customer reviews on the skincare product purchases made by women using TikTok (with an emphasis on Gen Z women in Bandar Lampung):

1. Women's decisions to buy skincare items on TikTok are significantly and favorably influenced by the brand awareness variable. This suggests that a consumer's likelihood of making a purchase increases with their level of brand familiarity and comprehension.
2. Women's purchasing decisions are likewise significantly and favorably impacted by the celebrity endorsement variable. Celebrities can influence consumer behavior by drawing attention to their products, increasing brand trust, and giving them a more desirable and reputable appearance.
3. Online customer reviews partially contribute significantly and favorably to women's purchasing decisions. An increase in positive reviews from other consumers tends to strengthen their impact on motivating purchase choices.
4. Collectively, brand awareness, celebrity endorsements, and online customer reviews have a significant and positive simultaneous influence on women's decisions to buy skincare

products on TikTok. This highlights the combined importance of strong brand recognition, endorsements from trusted celebrities, and favorable consumer feedback in shaping purchase intentions. Together, these factors help build positive perceptions, enhance trust, and encourage buying behavior.

It is advised that future researchers expand this study by including additional factors that influence consumer choices, such as perceptions of pricing, trust, brand image, and product quality. It is anticipated that this will offer a more thorough comprehension of the elements influencing purchasing decisions. To validate the consistency of model outputs in various situations, additional research can be conducted by altering consumer objects or segmentations (e.g., by age, area, or other types of skincare items).

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