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The Impact of Influencer Marketing and Online Customer Reviews on Purchase Decisions of Facetology Sunscreen among TikTok Users

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ABSTRACT

The rapid growth of social media has changed consumer behavior in searching for information and making purchasing decisions. TikTok has become one of the most popular platforms for product promotion through influencer marketing and online customer reviews. This study aims to analyze the influence of Influencer Marketing and Online Customer Reviews on the Purchase Decisions of Facetology Sunscreen products among TikTok users. This research employs a quantitative approach using a survey method. Data are collected through questionnaires distributed to TikTok users who are familiar with Facetology Sunscreen products. The data are analyzed using multiple linear regression to examine the partial and simultaneous effects of the independent variables on purchase decisions. The study is expected to provide empirical evidence regarding the role of influencer marketing and online customer reviews in shaping consumer purchase decisions. The findings are expected to contribute to the development of digital marketing strategies, particularly for skincare brands that utilize social media platforms to increase consumer engagement and purchasing behavior.

Keywords: ***Influencer Marketing, Online Customer Review, Purchase Decision, TikTok, Facetology Sunscreen.***

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INTRODUCTION

The beauty industry in Indonesia has experienced significant growth, particularly in the skincare sector, driven by changing consumer trends and increasing awareness of skincare as part of a modern lifestyle (Nawiyah et al., 2023). Among skincare products, sunscreen has gained considerable attention due to its role in protecting the skin from ultraviolet (UV) radiation. In tropical countries such as Indonesia, sunscreen products with SPF 30 or higher have become an essential part of daily skincare routines (Sulistiyowati et al., 2022).

As shown in Figure 1, the sunscreen category recorded the highest growth among beauty and personal care products, reaching 99% during 2023–2025. This growth reflects increasing consumer awareness regarding skin protection and demonstrates the strong market potential of sunscreen products in Indonesia.

The rapid development of information technology and social media has also transformed consumer purchasing behavior. Social media platforms are no longer used solely for communication and entertainment but have become important channels for product promotion and online transactions (Nur Zahra et al., 2023). One of the most influential platforms is TikTok, which integrates entertainment content with e-commerce features through TikTok Shop, enabling users to discover products and make purchases within a single application (Rahmat et al., 2024). This development has contributed to the rapid growth of social commerce in Indonesia (Deni et al., 2025).

According to Figure 2, Indonesia ranks first globally in the number of TikTok users, reaching approximately 194.37 million users in July 2025. This indicates the platform's substantial influence on consumer behavior and purchasing decisions. In the beauty industry, TikTok has become an effective marketing platform due to its large user base and the strong influence of digital content creators on consumer perceptions (Fatimah et al., 2025).

In social commerce, purchasing decisions are influenced not only by product attributes but also by digital marketing factors, particularly influencer marketing and online customer reviews. Influencers with expertise, attractiveness, and credibility can build positive perceptions, increase trust, and encourage consumers to purchase products (Irrawati et al., 2025; Rumopa et al., 2026). Previous studies have also found that influencer marketing significantly affects purchasing decisions on TikTok (Yuliawan et al., 2025).

Similarly, online customer reviews serve as an important source of information that can reduce perceived risk and increase consumer confidence before purchasing a product (Putri et al., 2025). Reviews provide insights into product quality, advantages, disadvantages, and user experiences, thereby influencing purchase decisions (Andini & Wirsa, 2026). Positive and credible reviews have been shown to strengthen trust and motivate purchasing behavior (Ananda et al., 2025). However, previous studies have reported inconsistent findings regarding the influence of online customer reviews on purchase decisions (Kamila & Pratita, 2026; Karinda & Ariandi, 2024; Zakiyah & Hariyasih, 2023).

One sunscreen brand actively promoted through TikTok Shop is Facetology Sunscreen. According to Figure 3, Facetology ranked third among the best-selling sunscreen brands in Indonesia's e-commerce market during January–September 2025, with a market share of 6.7%. This achievement reflects the effectiveness of its digital marketing strategy and the competitiveness of local skincare brands.

To obtain preliminary insights, a pre-survey involving 30 TikTok users was conducted. The results showed that although respondents generally had positive perceptions of Facetology Sunscreen, many selected "moderately agree" and "disagree" responses regarding purchase decisions, influencer marketing, and online customer reviews. These findings indicate that consumers still have doubts about influencer credibility, online review reliability, and their purchasing decisions.

Based on these conditions and the inconsistent findings of previous studies, further research is needed to examine the influence of Influencer Marketing and Online Customer Reviews on Purchase Decisions for Facetology Sunscreen among TikTok users.

Table 1. Pre-Survey Results

Variable	Statement	STS (%)	TS (%)	CS (%)	S (%)	SS (%)
Purchase Decision	Purchased Facetology Sunscreen because of influencer recommendations	3.3	26.7	50.0	20.0	0.0
	Prefer Facetology over competing brands	3.3	30.0	46.7	20.0	0.0
	Willing to repurchase the product	6.7	16.7	43.3	30.0	3.3
Influencer Marketing	Interested in Facetology because it was recommended by TikTok influencers	0.0	6.7	30.0	50.0	13.3
	Influencers increase trust in Facetology products	6.7	20.0	36.7	36.7	0.0

	Influencers promoting the product are attractive and convincing	3.3	16.7	40.0	33.3	6.7
Online Customer Reviews	Read other consumers' reviews before purchasing	3.3	13.3	36.7	26.7	20.0
	Reviews help identify product strengths and weaknesses	6.7	6.7	36.7	33.3	16.7
	Read reviews before making a purchase decision	6.7	6.7	40.0	36.7	10.0

The pre-survey results indicate that most respondents selected "moderately agree" across the three variables. This finding suggests that consumers have not fully developed strong confidence regarding Facetology Sunscreen purchases, influencer recommendations, and online customer reviews. Therefore, further research is necessary to examine the extent to which Influencer Marketing and Online Customer Reviews influence Purchase Decisions among TikTok users.

METHOD

This study employed a quantitative research approach with a survey design to examine the influence of Influencer Marketing and Online Customer Reviews on the Purchase Decisions of Facetology Sunscreen products among TikTok users. A quantitative approach was selected because it enables the measurement and analysis of relationships among variables objectively through statistical techniques.

The target population consisted of TikTok users who were familiar with Facetology Sunscreen and had been exposed to promotional content, influencer endorsements, or customer reviews related to the product. The sample was determined using a purposive sampling technique, in which respondents were selected based on specific criteria, namely active TikTok users who had knowledge of Facetology Sunscreen products. Data were collected through an online questionnaire distributed using Google Forms.

The study involved two independent variables, namely Influencer Marketing (X_1) and Online Customer Reviews (X_2), and one dependent variable, Purchase Decision (Y). Influencer Marketing was measured through indicators of attractiveness, expertise, and credibility, while Online Customer Reviews were measured through review quality, usefulness, and credibility. Purchase Decision was assessed through indicators related to product selection, purchase intention, and repurchase intention. All measurement items were evaluated using a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5).

Data analysis was conducted using IBM SPSS Statistics Version 25. Descriptive analysis was used to describe respondents' perceptions of each variable. Prior to hypothesis testing, validity, reliability, and classical assumption tests were performed to ensure the quality of the research instrument and data. Furthermore, multiple linear regression analysis was applied to examine the partial and simultaneous effects of Influencer Marketing and Online Customer Reviews on Purchase Decisions. The hypotheses were tested using t-tests and F-tests at a significance level of 0.05, while the coefficient of determination (R^2) was used to evaluate the explanatory power of the proposed model.

FINDING AND DISCUSSION

Validity Test Results

The validity test was conducted to determine whether each questionnaire item was capable of measuring the intended construct. The validity assessment was performed using the Corrected Item-

Total Correlation method. With a sample size of 100 respondents, the degree of freedom (df) was 98, resulting in an r-table value of 0.196 at a significance level of 0.05. An item was considered valid if its corrected item-total correlation exceeded the r-table value.

Table 2. Validity Test Results

Variable	Number of Items	Range of r-count	r-table	Result
Influencer Marketing (X_1)	12	0.294 – 0.709	0.196	Valid
Online Customer Review (X_2)	8	0.298 – 0.690	0.196	Valid
Purchase Decision (Y)	10	0.483 – 0.708	0.196	Valid

As presented in Table 2, all questionnaire items for the Influencer Marketing, Online Customer Review, and Purchase Decision variables have corrected item-total correlation values exceeding the r-table value of 0.196. Therefore, all measurement items are considered valid and suitable for further statistical analysis.

Reliability Test Results

Reliability testing was conducted to evaluate the consistency of the research instrument in measuring the variables under study. An instrument is considered reliable if the Cronbach's Alpha coefficient exceeds the minimum threshold of 0.60. The reliability analysis was performed using IBM SPSS Statistics Version 25 based on responses from 100 respondents.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Threshold	Result
Influencer Marketing (X_1)	0.733	0.600	Reliable
Online Customer Review (X_2)	0.671	0.600	Reliable
Purchase Decision (Y)	0.811	0.600	Reliable

As shown in Table 3, all variables have Cronbach's Alpha values greater than the minimum threshold of 0.60. Influencer Marketing obtained a reliability coefficient of 0.733, Online Customer Review obtained 0.671, and Purchase Decision obtained 0.811. Therefore, all research variables are considered reliable and suitable for further analysis.

Descriptive Analysis

Descriptive analysis was conducted to determine respondents' perceptions of the research variables. The interpretation of respondents' responses was based on a five-point Likert scale, where a higher mean score indicates a more positive perception of the measured variable.

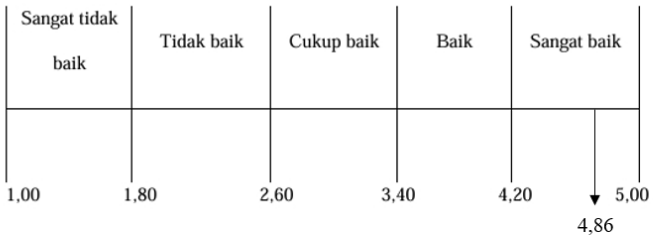


Figure 1 Descriptive Analysis of Influencer Marketing (X_1)

The results show that the Influencer Marketing variable obtained a mean score of **4.86**, which falls within the **"Very Good"** category. This finding indicates that respondents generally perceive influencers promoting Facetology Sunscreen as attractive, credible, and knowledgeable. Therefore,

influencer marketing is considered highly effective in attracting consumer attention and enhancing trust toward the product.

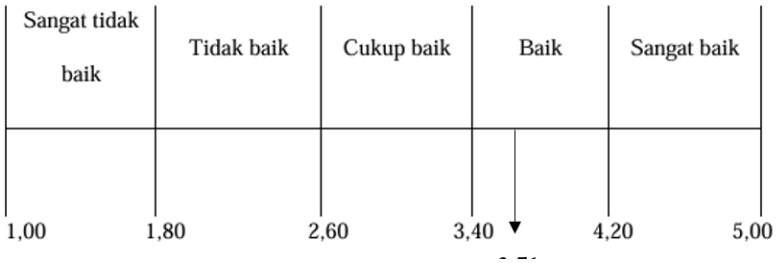


Figure 2 Descriptive Analysis of Online Customer Review (X_2)

The Online Customer Review variable achieved a mean score of **3.67**, which is classified as **"Good."** This result suggests that respondents tend to perceive customer reviews as useful and trustworthy sources of information when evaluating Facetology Sunscreen products. Online reviews assist consumers in understanding product quality and reducing uncertainty before making a purchase decision.

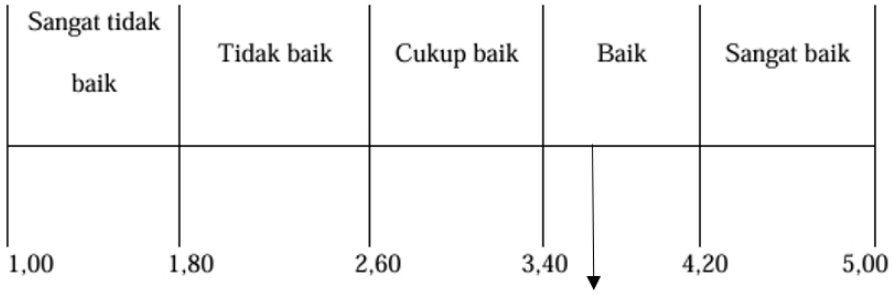


Figure 3 Descriptive Analysis of Purchase Decision (Y)

The Purchase Decision variable obtained a mean score of **3.58**, which is categorized as **"Good."** This indicates that respondents generally have a positive tendency toward purchasing Facetology Sunscreen products. Consumers demonstrate a relatively favorable level of confidence in selecting, purchasing, and repurchasing the product, although the score suggests there is still room for improvement.

Verification Analysis Results

Correlation Analysis

Correlation analysis was conducted to examine the relationship among Influencer Marketing, Online Customer Reviews, and Purchase Decisions. The results are presented in Table 4.

Table 4. Correlation Analysis Results

Variable	**X_1**	**X_2**	**Y**
Influencer Marketing (X_1)	1.000	0.450**	0.481**
Online Customer Review (X_2)	0.450**	1.000	0.796**
Purchase Decision (Y)	0.481**	0.796**	1.000

Note: $p < 0.01$

Source: Processed Data (2026).

Based on Table 4, Influencer Marketing has a positive correlation with Purchase Decision ($r = 0.481$, $p < 0.001$), indicating a moderate relationship. Online Customer Review demonstrates a strong positive relationship with Purchase Decision ($r = 0.796$, $p < 0.001$). In addition, Influencer Marketing and Online Customer Review are positively correlated ($r = 0.450$, $p < 0.001$), indicating that the two independent variables are associated with one another.

Path Analysis

Path analysis was conducted using multiple linear regression to determine the direct effect of Influencer Marketing and Online Customer Review on Purchase Decision.

Table 5. Path Coefficient Results

Variable	Beta	t-value	Sig.
Influencer Marketing (X_1)	0.454	8.237	0.000
Online Customer Review (X_2)	0.547	9.942	0.000

The results indicate that both independent variables significantly influence Purchase Decision. Influencer Marketing has a standardized coefficient (β) of 0.454 ($p < 0.001$), while Online Customer Review has a standardized coefficient (β) of 0.547 ($p < 0.001$). The findings show that Online Customer Review exerts a stronger influence on Purchase Decision than Influencer Marketing.

Coefficient of Determination

The coefficient of determination was used to measure the explanatory power of the research model.

Table 6. Coefficient of Determination

R	R Square	Adjusted R Square	Std. Error
0.915	0.836	0.833	3.333

As shown in Table 6, the coefficient of determination (R^2) is 0.836. This indicates that Influencer Marketing and Online Customer Review jointly explain 83.6% of the variance in Purchase Decision. The remaining 16.4% is explained by other factors outside the scope of this study.

Direct and Indirect Effects

The direct and indirect effects of each independent variable on Purchase Decision are summarized in Table 7.

Table 7. Direct and Indirect Effects on Purchase Decision

Variable	Direct Effect (%)	Indirect Effect (%)	Total Effect (%)
Influencer Marketing (X_1)	20.61	11.17	31.78
Online Customer Review (X_2)	29.92	11.17	41.09
Total	**50.53**	**22.34**	**72.87**

Table 4 shows that Online Customer Review contributes the largest total effect on Purchase Decision, accounting for 41.09%, compared to Influencer Marketing at 31.78%. Overall, both variables contribute 72.87% to Purchase Decision, indicating that consumer purchasing decisions for Facetology Sunscreen are strongly influenced by digital marketing activities, particularly customer reviews and influencer promotions.

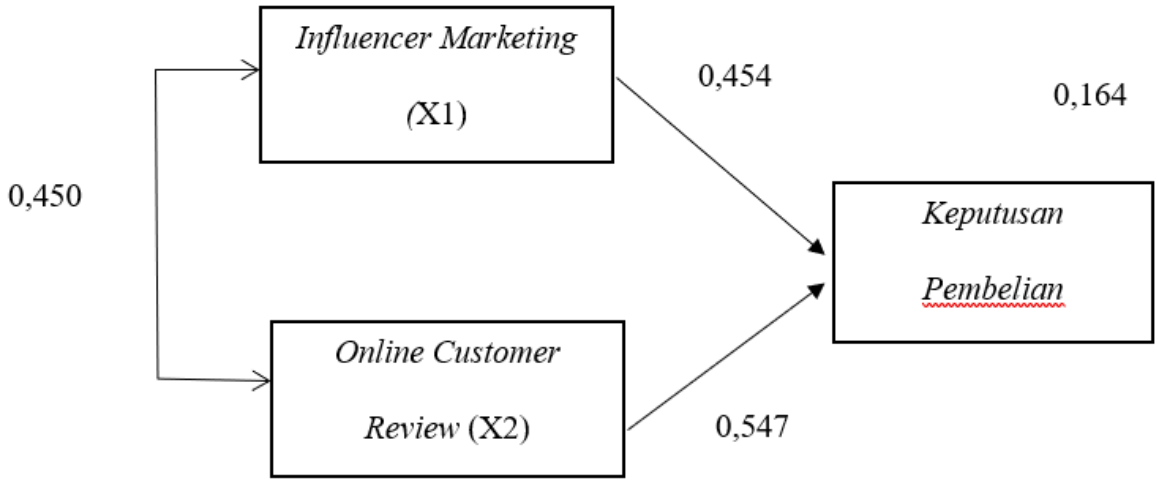


Figure 4 Path Analysis Model of Influencer Marketing and Online Customer Review on Purchase Decision

DISCUSSION

The findings indicate that Influencer Marketing has a positive and significant effect on Purchase Decision among TikTok users. The path coefficient value (β = 0.454) demonstrates that influencer marketing contributes substantially to consumers' purchasing decisions regarding Facetology Sunscreen. This result suggests that influencers play an important role in attracting consumer attention, building trust, and increasing confidence in the promoted products. Consumers tend to rely on influencers who are perceived as attractive, credible, and knowledgeable when evaluating skincare products. These findings support the study of Irrawati et al. (2025), which found that influencer credibility and attractiveness positively influence consumers' purchase intentions. Similarly, Rumopa et al. (2026) argued that influencers are capable of shaping consumer perceptions and encouraging purchasing behavior through creative and persuasive content on social media platforms.

The results also reveal that Online Customer Review has a positive and significant effect on Purchase Decision, with a higher path coefficient (β = 0.547) than Influencer Marketing. This finding indicates that online customer reviews exert a stronger influence on consumers' purchasing decisions. Before purchasing skincare products, consumers generally seek information from previous buyers regarding product quality, effectiveness, advantages, and potential drawbacks. Reviews are perceived as more objective because they reflect actual user experiences. Consequently, positive and credible reviews can reduce perceived risk and strengthen consumer confidence in making purchase decisions. This finding is consistent with previous studies conducted by Putri et al. (2025), Andini and Wirsa (2026), and Ananda et al. (2025), which concluded that online customer reviews serve as an important source of information that significantly influences consumer purchasing behavior.

The stronger effect of Online Customer Review compared to Influencer Marketing suggests that consumers tend to place greater trust in information provided by fellow users than in promotional messages delivered by influencers. This is particularly relevant in the skincare industry, where consumers are highly concerned about product suitability, effectiveness, and safety. As a result, authentic experiences shared by other consumers become a critical consideration before making a purchase.

Furthermore, the coefficient of determination (R^2 = 0.836) indicates that Influencer Marketing and Online Customer Review jointly explain 83.6% of the variation in Purchase Decision. This demonstrates that both variables are highly relevant in influencing consumer purchasing behavior on TikTok. The remaining 16.4% may be explained by other factors not examined in this

study, such as brand image, product quality, price perception, electronic word-of-mouth, consumer trust, and personal preferences.

Overall, the findings confirm that digital marketing strategies implemented through influencer marketing and online customer reviews play an important role in shaping consumer purchase decisions for Facetology Sunscreen products. Therefore, companies should not only collaborate with credible influencers but also encourage positive customer reviews and maintain product quality to enhance consumer trust and purchasing behavior. This study contributes to the growing literature on social commerce by providing empirical evidence of the importance of influencer marketing and online customer reviews in influencing purchase decisions among TikTok users.

Managerial Implications

The results of this study provide several managerial implications for skincare companies, particularly Facetology. First, companies should collaborate with influencers who possess high credibility, expertise, and strong engagement with their audiences. Second, businesses should actively encourage customers to share honest product reviews and testimonials on TikTok and e-commerce platforms. Third, maintaining product quality and customer satisfaction is essential to generate positive reviews that can strengthen consumer trust. By optimizing both influencer marketing and online customer reviews, companies can improve their marketing effectiveness and increase consumer purchase decisions in the competitive skincare market.

CONCLUSIONS

This study examined the influence of Influencer Marketing and Online Customer Reviews on the Purchase Decisions of Facetology Sunscreen products among TikTok users. The findings reveal that Influencer Marketing has a positive and significant effect on Purchase Decision, indicating that influencers with attractive characteristics, credibility, and expertise can enhance consumers' trust and encourage purchasing behavior.

The results also demonstrate that Online Customer Reviews have a positive and significant effect on Purchase Decision. Compared to Influencer Marketing, Online Customer Reviews exert a stronger influence, suggesting that consumers place considerable importance on the experiences and opinions shared by other users before making purchasing decisions.

Furthermore, Influencer Marketing and Online Customer Reviews simultaneously have a significant effect on Purchase Decision. The coefficient of determination shows that both variables explain 83.6% of the variation in Purchase Decision, indicating that they are important factors influencing consumer behavior in the context of social commerce.

These findings highlight the importance of integrating influencer-based promotion and customer-generated reviews into digital marketing strategies. For skincare companies, particularly Facetology, collaborating with credible influencers and encouraging positive customer reviews can strengthen consumer trust and increase purchase decisions. Future research is recommended to include additional variables, such as brand image, product quality, consumer trust, and electronic word-of-mouth, to provide a more comprehensive understanding of consumer purchasing behavior in digital environments.

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