

## Analysis of Consumer Purchase Intention Towards Social Media Marketing: A Case Study of Tiktok on Skintific Accounts

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### Abstract

TikTok livestreaming is becoming one of the effective marketing methods in the digital era, where sellers can interact directly with consumers in real-time, improving the shopping experience through features such as For You Page (FYP) and livestreaming. This study aims to analyze consumer buying interest in the context of social media marketing through TikTok, with the Skintific Official Account as the object. This research examines the influence of hedonic value, utilitarian value, arousal, and emotional pleasure on consumer purchase intention. This research reveals that strategies that focus solely on product benefits or entertainment may fail without integrating emotional engagement and trust. By overcoming the limitations of previous research, this study provides new insights into the interaction between emotional and trust factors in driving purchase intention, emphasizing TikTok's unique characteristics. The practical implications suggest creating emotionally engaging content and building trust as effective strategies for marketers on this platform. Future research should explore additional variables, such as social or cultural influences, and consider a longitudinal approach to understand evolving consumer behavior in digital marketing.

### Article History:

Received 29 November  
2024

### Keywords:

Social Media Marketing  
Purchase Intention  
Emotional Pleasure  
Trust  
Tiktok Marketing

## 1. Introduction

Marketing is one of the important aspects for a company that over time, the company must be able to adjust all of its business activities. Based on a report from the Central Bureau of Statistics which conducted an E-Commerce survey in 2021, 63.52 percent of respondents used digital developments or internet services for marketing (Humaira, 2024). In today's digital era, companies are required to keep up with developments in order to compete competitively. There are many social media that can be utilized by companies to be used as marketing tools, one of which is Tiktok. Where based on the Katadata report, the number of Tiktok users in January 2024 was recorded at 73.5% of internet users totaling 185 million (Annur, 2024a) and reached the 4th largest after Whatsapp, Instagram, and Facebook (Annur, 2024b). There is a feature used to do marketing is a live broadcast where in a live broadcast the seller can directly insert the product he is selling so that buyers can immediately buy the product. There is an FYP (For your Page) feature that utilizes algorithms, this makes FYP videos according to consumer interests and interests (Kominfo, 2022), where there is one skincare brand that utilizes this feature as a marketing and sales medium, namely Skintific.

The research conducted involved several variables, namely hedonic value, utilitarian value, emotional pleasure, arousal, trust, and purchase intention. However, the research that has been done previously has limitations, including that the research confirms the mediating effect of emotional

pleasure variables in marketing conducted through social media. So that when compared to the current research, it examines or further develops purchase intention by adding two supporting variables such as arousal and trust. These variables were chosen because they arose from the limitations of previous research. The use of these additional variables provides a deeper understanding of how various emotional aspects and trust affect purchase intentions in social media marketing, such as on the TikTok platform which is the focus of this study.

Based on the explanation done previously, it can be concluded that the problem formulations that arise in this study:

1. Does Hedonic Value affect Purchase Intention?
2. Does Utilitarian Value affect Purchase Intention?
3. Does Passion have an effect on Purchase Intention?
4. Does Emotional Pleasure have an effect on Purchase Intention?
5. Does Trust affect Purchase Intention?

From the problem formulation that has been identified, the following are the research objectives:

1. Knowing the effect of Hedonic Value on Purchasing Intention.
2. Knowing the effect of Utilitarian Value on Purchasing Intention.
3. Knowing the effect of Passion on Purchasing Intention.
4. Knowing the effect of Emotional Pleasure on Purchase Intention.
5. Knowing the effect of Trust on Purchase Intention.

## 2. Method

In the research conducted, the number of respondents obtained was 227 people, of which 88% were women and the remaining 12% were men. With the majority of respondents aged between 17-30 years. Many skintific users have jobs or activities as students and many are also high school students, namely 75%.

Tabel 1

*Respondent demographics*

	Frequency	Percentage
<b>Gender</b>		
Man	28	12%
Woman	199	88%
<b>Age</b>		
17 - 30	223	98%
31 - 40	3	1%
41 - 50	1	0%
<b>Last Education</b>		
SMA & Sederajat	170	75%
D3/S1	56	25%
S2/S3	1	0%
<b>Revenue</b>		
< Rp2.500.000	181	80%
Rp2.500.000 - Rp5.000.000	29	13%
Rp5.000.000 - Rp7.500.000	6	3%
Rp7.500.000 - Rp10.000.000	6	3%
> Rp10.000.000	5	2%
<b>Job</b>		
Student	190	84%
Civil Servants	4	2%

Army/Police	0	0%
Private Employee	13	6%
Self-employee	3	1%
Other	17	7%

## 2.1 Research Design

From a positivist perspective, science and scientific inquiry are the means to objective truth and sufficient understanding of the world to enable prediction and manipulation. The use of the scientific method in research, it is believed, can determine the laws of cause and effect that govern the world. According to certain adherents of positivism, the purpose of research should only be to describe events that can be directly measured and observed.

To test the hypothesis, this research uses a quantitative design, where the data is collected from population sampling which is then analyzed to conduct researchers and can answer all questions (Sekaran & Bougie, 2016). The method used to collect data is a survey and is distributed through various social media platforms in the form of questions and filled in by the respondents themselves.

## 2.2 Sampling Method

This study uses non-random side or non-probability sampling techniques in sampling. The technique used for this sampling is that each element has no chance of selecting a sample subject. There are two kinds of categories in non-random sampling, but in this study using the purposive sampling category, where this category has restrictions or criteria on its respondents (Sekaran & Bougie, 2016).

The criteria for respondents needed to fill out the survey are people who use Tiktok social media and have made purchases on the Sajodo Snack account. These criteria are based on the object taken, namely Sajodo Snack's Tiktok account. The minimum target sample collected in this study was 250 respondents.

The sample size was taken using the concept of multivariate analysis. Multivariate analysis is a technique that focuses on investigating measurements made on the object under study and on individuals. This technique provides the possibility of an organization building knowledge so that it can assist in making decisions (Hair, 2019).

## 2.3 Data Collection Method

In collecting data, the type of data used is primary data. The data collection was carried out by distributing online surveys in the form of questionnaires. To reach the target respondents, researchers distributed online surveys to various platforms, ranging from Tiktok, Instagram, X, Whatsapp, and Telegram.

Spreading surveys on Tiktok can be done by creating content in the form of videos and stories. On Instagram spreading is done by creating stories or posts on feeds if needed. For distribution on X, it is done by making posts and sharing them on menfess.

On Whatsapp and Telegram, the distribution is almost the same, namely by sharing it with every group on the social media. In addition to sharing it with each group, it can also be done by creating a story. The distribution of online surveys will last for approximately one month until the target respondents are reached.

## 2.4 Data Analysis Technique

### 2.4.1 Measurement Model

Measurement model testing tests validity on internal consistency reliability, convergent validity, and discriminant validity. Each type of test has a different value. Internal consistency reliability is the first step to testing using the composite reliability value which is interpreted the same as Cornbach's alpha with a value of more than 0.7 (Hair, 2019).

Furthermore, measuring convergent validity can be interpreted to be the extent to which one measure is positively related to another measure. In this case, the researcher is looking for different

ways to test the idea of being compared by a totalized scale. Convergent validity is measured using AVE (Average Variance Extracted) with a value greater than 0.50 (Hair, 2019).

The third step is to measure discrimination validity which is a test to determine the extent to which the construct has a difference with others. If it has a high value on discrimination validity, it means that the construct is unique. To measure discrimination validity, researchers usually use the Fornell-Lacker requirement to measure between the square root of the AVE and the latent variable correlation, whether the square of the AVE is greater or not (Hair, 2019).

#### 2.4.2 Structural Model

Structural model testing is also called the Path model which links the independent and dependent variables. Structural model testing performs two tests, namely assumption testing and path testing. Assumption testing consists of  $r^2$  or also known as the coefficient of determination, whose value is between 0 and 1, which is done at the earliest to measure the predictor in explaining the dependent variable (Hair, 2019).

Path testing is done using the Bootstrapping approach, which consists of two values: p-value and t-value. The approach is considered significant if the p-value has a value less than 0.05 and the t-value has a value greater than 1.96. The last measurement taken is  $f^2$ .  $f^2$  has three types of values, namely 0.02 (small), 0.15 (medium), and 0.35 (large). The  $f^2$  measurement is carried out to measure the magnitude of the influence of one variable on another (Hair, 2019).

### 3. Results and Discussion

PLS-SEM is a technique that combines interdependence and dependency, and it is used in the investigated study. The PLS-SEM technique consists of two measurement models, namely the measurement model and the structural model (Hair, 2019)

#### 3.1 Results

Table 2

*Outer Loadings*

Indikator	Hedonic Value	Utilitarian Value	Arousal	Emotional Pleasure	Trust	Purchase Intention
Ara1			0.7150			
Ara2			0.8211			
Ara3			0.7854			
Ara4			0.6556			
Ara5			0.7813			
Ara6			0.7721			
EmoPI1				0.8113		
EmoPI2				0.8244		
EmoPI3				0.8644		
HedVa2	0.7280					
HedVa3	0.7573					
HedVa4	0.6646					
HedVa5	0.7356					
HedVa6	0.7040					
PurIn1						0.8828
PurIn2						0.9156
PurIn3						0.8179
Tru1					0.7734	
Tru2					0.8426	

Tru3		0.8582
UtiVa1	0.8773	
UtiVa2	0.8535	
UtiVa3	0.8792	

Outer Loadings have criteria that require the item to be worth  $>0.7$  so that it can be recommended and retained. Items worth between 0.4 to 0.7 are recommended to be deleted and items that have a value  $<0.4$  must be deleted (Hair, 2019). Based on the Outer Loadings table, it can be seen that there are a total of 23 items, including two variables that have a value of not more than 0.7, meaning that the valid outer loading value has 21 items and the two variables below 0.7 are recommended to be deleted. Items that have a value below 0.7 are Ara4 and HedVa4.

Table 3  
*Construct Validity and Reliability*

ID	Variable	Cronbach Alpha	Composite Reliability	Average Variance Extracted
1	Hedonic Value	0.7668	0.8420	0.5164
2	Utilitarian Value	0.8402	0.9034	0.7571
3	Arousal	0.8510	0.8891	0.5731
4	Emotional Pleasure	0.7802	0.8723	0.6950
5	Trust	0.7659	0.8650	0.6815
6	Purchase Intention	0.8432	0.9056	0.7622

Internal Consistency Reliability measurement uses the Cronbach Alpha value, where all variables have a minimum value that must be owned is 0.7 to be said to be reliable and accepted. Based on the Construct Validity and Reliability table, the value owned in this study has a Cronbach Alpha value  $>0.7$ . In addition, Convergent Validity uses the Average Variance Extracted value with the criteria used being  $>0.50$  to be accepted and this research has met the criteria (Hair, 2019).

Table 4  
*Discriminant Validity – Fornell-Larcker Criterion*

Variables	Hedonic Value	Utilitarian Value	Arousal	Emotional Pleasure	Trust	Purchase Intention
Hedonic Value	<b>0.7186</b>					
Utilitarian Value	0.5146	<b>0.8701</b>				
Arousal	0.5098	0.4193	<b>0.7570</b>			
Emotional Pleasure	0.5556	0.4722	0.6656	<b>0.8337</b>		
Trust	0.4969	0.4235	0.5190	0.6372	<b>0.8255</b>	
Purchase Intention	0.5254	0.4628	0.6431	0.6419	0.5948	<b>0.8730</b>

Based on the Discriminant Validity - Fornell-Larcker Criterion table, it can be concluded that it has an overall valid value. The reason is because it has a greater value after the test is carried out with a range of values (Hair, 2019). The range of values produced in the Discriminant Validity - Fornell-Larcker Criterion table is between 0.7186 and 0.8730.

Table 5  
*Discriminant Validity – HTMT*

Variables	Hedonic Value	Utilitarian Value	Arousal	Emotional Pleasure	Trust	Purchase Intention
Hedonic Value						
Utilitarian Value	0.6374					
Arousal	0.6224	0.4768				
Emotional Pleasure	0.7066	0.5810	0.8119			
Trust	0.6487	0.5317	0.6409	0.8251		
Purchase Intention	0.6464	0.5464	0.7374	0.7885	0.7379	

Heterotrait-Monotrait Ratio is a method based on the relationship between items in constructs measured using a reflective approach. The HTMT value is considered significant if it is below 0.85 (Hair et al., 2022). Based on the Discriminant Validity table - HTMT has a significant value because the overall value generated in the Discriminant Validity table - HTMT < 0.85 with the highest value in the table being 0.8251 and the lowest value being 0.5317. This confirms that the discriminant validity in the model has been met. In other words, the constructs tested in this study have significant differences with each other, so it can be concluded that they measure different concepts validly.

Table 6  
*F Square*

Variables	Hedonic Value	Utilitarian Value	Arousal	Emotional Pleasure	Trust	Purchase Intention
Hedonic Value			0.1606	0.2065		0.0131
Utilitarian Value			0.0461	0.0732		0.0137
Arousal						0.1088
Emotional Pleasure						0.0354
Trust						0.0584
Purchase Intention						

The criteria for the F Square value are 0.02 (small), 0.015 (medium), and 0.35 (large) (Hair, 2019). So that based on the F Square table, some values show a small to medium effect, namely from the smallest value of 0.031 to 0.1088. Meanwhile, the value that shows a medium to large effect in the table shows a value of 0.1606 to 0.2065.

Table 7  
*R Square*

Dependent	R-Square	R-Square Adjusted	Status*
Arousal	0.2934	0.2871	Weak
Emotional Pleasure	0.3559	0.3502	Moderate
Purchase Intention	0.5515	0.5413	Moderate

The R Square value has criteria whose value must be between 0 and 1. The more the value approaches a value of 0 which is said to be no prediction (Hair, 2019). Where the variable with the smallest R-Square is the Arousal Variable and the variable that has the highest value is Purchase Intention of 0.5515. The three variables that have found the R Square value are then adjusted and become Adjusted R-Square, so that the three values become smaller than the unadjusted R-Square value and produce Weak status on the Arousal variable and moderate status on the Emotional Pleasure and Purchase



Intention variables.

Table 8  
*Colinearity Statistics*

Dependent	Independent	Value
Arousal	Hedonic Value Utilitarian Value	1.36 1.36
Emotional Pleasure	Hedonic Value Utilitarian Value	1.36 1.36
	Arousal Emotional Pleasure Hedonic Value	
Purchase Intention	Trust	1.931 2.434 1.739 1.817
		1.4888

This Colinearity Statistic value uses VIF (Variance Inflation Factor) in its measurement. Where VIF has a tolerance for these variables up to 10. If this value shows more than 10, it means that the variable always shows a problem (Hair, 2019). However, based on the statistical colinearity table in the study, there are no numbers that show a value of 10 or >10. The value only ranges from 1.36 to the largest is 1.931 and it can be concluded that all variables do not always show problems.

Table 9  
*Path Coefficients*

No	Hipotesis	Sample Mean	Standard Deviation	T-Test	Unpper CI	Lower CI	Status
1	Arousal → Purchase Intention	0.3065	0.0664	4.6168	0.1921	0.4119	Signifikan
2	Emotional Pleasure → Purchase Intention	0.1960	0.0731	2.6827	0.0726	0.3121	Signifikan
3	Hedonic Value → Arousal	0.3999	0.0652	6.1355	0.2931	0.5078	Signifikan
4	Hedonic Value → Emotional Pleasure	0.4252	0.0646	6.5787	0.3218	0.5333	Signifikan
5	Hedonic Value → Purchase Intention	0.1015	0.0672	1.5099	-0.0047	0.2223	Tidak Signifikan
6	Trust → Purchase Intention	0.2195	0.0976	2.2482	0.0616	0.3859	Signifikan
7	Utilitarian Value → Arousal	0.2135	0.0605	3.5282	0.1112	0.3090	Signifikan
8	Utilitarian Value → Emotional Pleasure	0.2534	0.0655	3.869	0.1447	0.3606	Signifikan
9	Utilitarian Value → Purchase Intention	0.0966	0.0702	1.3768	-0.0141	0.2144	Tidak Signifikan

The results of the hypothesis test analysis show that there are seven significant and positive relationships among the research variables. The accepted hypotheses include Hypothesis 1, Hypothesis 2, Hypothesis 3, Hypothesis 4, Hypothesis 6, Hypothesis 7, and Hypothesis 8. The significance of this relationship is based on the results of the calculation of the sample mean value and the T-Test test, where all accepted hypotheses have a T-Test value greater than 1.96, indicating a high level of significance in accordance with statistical criteria.

In addition, the analysis also found two insignificant hypotheses, namely Hypothesis 5 and Hypothesis 9. Although the T-Test values on these hypotheses were more than 1.96, the hypothesized

relationships were not strong enough to support the significance claim. This suggests that the relationships proposed in Hypothesis 5 and Hypothesis 9 are not supported by the data obtained in this study.

Overall, these results provide important insights into the key variables that have a significant impact in the context of the study. The accepted hypotheses indicate a consistent positive influence between the independent variables and the dependent variable, while the insignificant hypotheses indicate the need for further exploration to understand the factors that may have influenced the results.

### 3.2 Discussion

This study provides important insights into the relationship between hedonic value, utilitarian value, arousal, emotional pleasure, trust and purchase intention in the context of social media marketing on TikTok. The results show that emotional factors, such as arousal and emotional pleasure, have a major influence on purchase intention. This confirms the importance of emotional engagement in consumer decisions, especially on platforms like TikTok that prioritize interactive and engaging content. In addition, trust was also shown to be a major factor driving purchase intention, where consumers are more likely to buy from sellers or brands they perceive as trustworthy. These findings support the research objectives which focus on understanding how emotions and trust influence consumer purchase decisions.

Emotional arousal and pleasure are influenced by hedonic and utilitarian values, which then play a major role in driving purchase intent. This means that content that is able to make consumers feel happy, entertained and comfortable, while still offering practical benefits, is more effective in influencing purchase decisions. However, hedonic and utilitarian values themselves do not directly influence purchase intention, but rather through their influence on emotional arousal and pleasure. This suggests that both values are more effective when packaged in content that builds emotional engagement first.

Trust also proves to be a key factor in driving purchase intent. In marketing on TikTok, building trust through transparent communication and authentic interactions is crucial. Consumers feel more confident to buy a product if they trust the seller or brand they choose. These results are consistent with previous research that emphasizes the importance of trust in e-commerce, but this study also highlights how trust plays a specific role on social media platforms like TikTok.

The results also show that hedonic and utilitarian values do not directly influence purchase intention, which is different from some previous studies. This is likely due to the unique characteristics of TikTok, where emotion-based and entertainment content is more dominant than content that only highlights practical benefits. These findings provide new insights into how emotional factors work in social media marketing, particularly on highly visual and interactive platforms like TikTok.

The findings have practical implications for marketers on TikTok. Marketing strategies that focus on building emotional engagement, creating fun and relevant content, and strengthening consumer trust will be more effective in increasing purchase intent. In addition, these results also suggest that approaches that only highlight product benefits without paying attention to emotional aspects may be less successful on this platform.

### 4. Conclusion

This research makes an important contribution to understanding the factors that influence purchase intention in the context of social media marketing, particularly on the TikTok platform. By examining the influence of hedonic value, utilitarian value, arousal, emotional pleasure and trust, this study shows that emotional factors have a very important role in driving purchase intention. Arousal and emotional pleasure proved to be key mediators linking hedonic and utilitarian values to purchase intention, while trust became a significant direct factor in consumer decisions.

These results advance understanding in the field of digital marketing by showing that strategies that focus solely on product benefits (utilitarian value) or entertainment (hedonic value) may not be effective enough without a strong emotional element. TikTok, as an interactive and visual content-based platform, requires an approach that combines emotional engagement with elements of trust to optimize consumer purchase intent.



This study also extends the literature by finding that hedonic and utilitarian value do not directly influence purchase intention, in contrast to the results of previous studies. These findings emphasize the importance of considering the unique characteristics of social media platforms in designing marketing strategies. In addition, this study provides a basis for further exploration into the role of other variables such as demographic or cultural factors that may influence this relationship.

In practical application, marketers on TikTok are advised to create content that not only entertains but also builds an emotional connection with the audience, while strengthening trust through authentic and transparent interactions. This kind of strategy is more likely to encourage consumers to take purchase action.

For future research, exploration of additional factors such as community influence or social elements on TikTok may provide greater insight into consumer behavior on this platform. Longitudinal studies are also needed to understand how the relationships between these variables evolve over time and changing social media trends.

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Zhang, W., Zhang, W., & Daim, T. U. (2023). Investigating consumer purchase intention in online social media marketing: A case study of Tiktok. *Technology in Society*, 74, 102289. <https://doi.org/10.1016/j.techsoc.2023.102289>