

## **The Influence of Online Customer Reviews and Promotional Content on Impulse Buying of Skintific Skincare Products on The Tiktok Platform with Influencers as Moderation**

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### **ABSTRACT**

The high public interest in skincare products makes consumers face very varied product options when determining their choices. For this reason, skincare manufacturers are actively engaged in various innovations and promotions, including utilizing influencers. This research aims to examine the influence of online customer reviews and promotional content on impulse purchases of Skintific skincare products in Indonesia, moderated by influencers. The study focuses on Indonesian consumers aged 16 or older who have purchased and used Skintific products at least once. Data were gathered through a questionnaire completed by 220 respondents selected via purposive sampling. The analysis was performed using Structural Equation Modeling (SEM) with Smart PLS 3 software. The results show that online customer reviews have a positive and significant effect on impulse buying. The moderation effect of online reviews between influencers and impulse purchases has a significant negative impact, indicating that the presence of reviews weakens, but still significantly affects, this relationship. Furthermore, advertising content has a meaningful and positive impact on influencers, while its moderating role between influencers and impulse buying demonstrates a significant negative effect. In the hypothesis, the influencer variable positively and significantly impacts impulse buying.

Keywords: Impulse Buying, Online customer review, Promotional Content, Influencers

### **INTRODUCTION**

Skincare products are no longer a strange thing. Social media offers various skin care products with multiple benefits, especially for teenagers. Indonesian society is increasingly aware of the importance of skincare. Beauty is an important aspect for many women (Hasrin & Sidik, 2023); Beauty is the desire of every woman, making them very concerned about fashion and trends that are currently popular, especially in facial care such as the use of serums, moisturizers, sunscreen creams, and exfoliating masks. Women are the ones who buy beauty products more often, so they want to get them. As a result, many women buy essential skin care products. However, if the skin care products used are unsuitable for their skin type, this can damage the skin. According to the results of a Populix survey, around 45% of respondents in Indonesia buy essential

skin care products every month. As many as 23% buy it less than once a month. In addition, around 4% of respondents buy the product every week, and 3% buy it between 4 and 6 times a week (Indonesia. id data, 2022). In the past, buying and selling transactions could also be obtained directly. However, now, it can be done quickly online from home. There are several reasons why people shop online, including because it can save time, more product choices, easy to compare prices, ease of transactions, and various other supporting factors (Mulyati & Gesitera, 2020).

Online shopping is now not only through e-commerce platforms but also through social media, such as TikTok. Online media users in Indonesia numbered 215.63 million people in 2023 (Survey of the Indonesian Internet Service Providers Association). According to data (We Are Social, 2023), TikTok, a short video online media, has 1.09 billion users worldwide. Based on data sources (Data Boks, 2023), TikTok users in Indonesia are ranked second as the most TikTok users in the world after America, reaching 112.97 million users. TikTok has developed into one of the leading platforms business actors effectively use to market their products. In addition, the wide market reach, as evidenced by the large number of TikTok users, is one of the reasons why many business actors use TikTok as a medium for marketing their products (Putri & Fikriyah, 2023). One of the social media that's as of now popular and supports marketing activities is TikTok. Many people use TikTok to promote products or services through reviews from influencers. TikTok, owned by a Chinese company called ByteDance, was launched in November 2017 and has mushroomed (Anderson, 2021).

The Skintific brand is one of the most popular skincare cosmetic products. This Canadian brand started marketing its products in Indonesia via TikTok in August 2021, using TTE technology (Trilogy et al.) Now, Skintific Ltd has around 200 employees (Glints, 2022). Skintific has won the loyalty of skincare enthusiasts in Indonesia, achieving remarkable success by earning seven prestigious awards in a single year and securing a 9.7% market share (Efendi & Aminah, 2023). In 2022, Skintific garnered multiple prestigious awards, including "Best Moisturizer" from Female Daily, Sociolla, Beautyhaul, and the TikTok Live Awards. Its 3600 Crystal Massager Lifting Eye Cream also received the "Best Eye Care" title at the Sociolla Awards. Furthermore, Skintific was recognized as the "Best New Brand 2022" by both Sociolla and TikTok Live Awards. Popular products like the 5x Ceramide Moisturizer, Mugwort Acne Clay Stick, and Truffle Biome Reborn Skin Moisturizer went viral, strengthening Skintific's standing in the beauty industry. This success is reflected in high sales figures on major Indonesian e-commerce platforms, including Shopee, Tokopedia, and especially TikTok Shop in 2022 (Kompas, 2023).

In today's modern era, impulsive buying behavior, or unplanned purchases on e-commerce platforms, has become an interesting focus for online companies. Impulse buying or unplanned purchases is one form of consumer shopping experience. Impulse buying is a spontaneous and sudden decision-making where customers see product details without prior planning. This then gives rise to a phenomenon known as impulse buying (Ahn & Kwon, 2022). Impulse buying is a behavior that is driven by emotion. Consumers make impulse purchases more easily when given presentations and encouragement through time-limited live broadcasts. Sellers utilize their charm and expertise to present the product thoroughly within a limited time, interact with consumers in real-time, and proactively motivate them to complete a purchase (Lee & Chen, 2021).

Online customer reviews on the TikTok platform allow consumers who have purchased a product to review their experience using the product from the seller, both positive and negative reviews (Efendi & Aminah, 2023). On the TikTok platform, prospective customers need help seeing what the product they want to buy looks like. Therefore, the presence of customer service on TikTok can make it easier for prospective consumers to get an idea of the quality of the product they are going to buy, as well as being a consideration of the security of transacting with the seller based on surveys from customers who have used the item (Apriyanto et al., 2023).

Furthermore, buyers find it easier to find a correlation from the products they are looking for and similar items sold by other online sellers. This is due to fast computerized marketing, which benefits buyers because they do not need to directly visit various sellers to find product information (Latief & Ayustira, 2020). Research shows that a well-crafted content marketing strategy can create a sense of urgency and excitement, which are important drivers of impulse buying (Lyu, 2023) (Kurniawan, 2024). One of the key findings in the literature is that social media marketing, including content marketing, increases impulse buying by fostering correlation from consumers and brands. Lyu highlights that social media advertising can stimulate impulse buying by encouraging consumers to share their purchases and experiences, creating a community effect that drives further impulse buying (Lyu et al., 2023).

Advertising programs through influencers or public figures help convince buyers that the offering is well-known and trustworthy, thus motivating them to make an impulse purchase. Advertising through influencers or public figures reinforces this by convincing buyers that the offering is reputable and trustworthy, often encouraging impulse purchases. Influencer marketing, in particular, is a strategy where influential figures persuade target audiences to make purchasing decisions (Lengkawati & Saputra, 2021). Marketing through beauty influencers continues to be an

effective strategy, as these influencers specialize in the beauty sector and often use social media platforms to engage with their audiences (Tran et al., 2020).

This research will examine how much influence online customer reviews, promotional content, and influencers have on the impulsive buying of Scientific products on the TikTok application. This research also provides new contributions to online customer reviews and promotional content. The impact of online customer feedback and promotional material on spontaneous purchasing behavior, as well as the moderating effect of influencers on these factors for “Skintific” products on TikTok, has been underexplored in prior research, especially in Indonesia. Therefore, there is a need for a study to examine how online customer reviews and promotional content for Skintific products on TikTok, influenced by moderators like influencers, affect impulsive buying behavior.

## **LITERATURE REVIEW**

### **Impulse Buying**

Impulse buying can occur without prior planning or when a sudden need arises. However, planned impulsive buying occurs when a discount offer has been considered (Ummah & Siti Azizah Rahayu, 2020). This impulsive buying decision is often triggered by an emotional urge, such as the pleasure of shopping or momentary satisfaction (Ernawati, 2021). Impulse buying is a decision to buy a product or service without prior planning (Nursanti et al., 2023). Impulse buying is an unplanned purchase consideration supported by marketing stimulants such as sales communication tools and marketing initiatives, including content marketing (Indriawan & Santoso, 2023). Complex feelings of pleasure cause impulsive behavior to occur suddenly, where the agility of the impulsive certainty-making process inhibits various considerations, knowledge, and choices (Wahyuni & Setyawati, 2020). Impulse buying happens when consumers make sudden purchases driven by a strong and immediate urge. Shopping activities that are considered relaxing cause customers to feel satisfied with spending money (Purnamasari et al. in (Ningrum & Pudjoprastyono, 2023).

### **Online Customer Review**

Customer reviews aim to allow consumers to find further information about a product or service, express their perceptions about the product, and increase their interest in purchasing it.

Customer reviews serve as an effective promotional tool in marketing communications, playing a crucial role in shaping purchasing decisions (Sulanjari & Tjahjaningsih, 2023). Reviews on online shopping applications are very influential for prospective buyers because they help them think about purchasing goods. When buyers need a clear picture of the product to be sent, they often rely on reviews as a reference before deciding to buy the product (Hapsari et al., 2022). Furthermore, buyers find it easier to find a correlation from the products they are looking for and similar items sold by other online sellers. This is due to fast computerized marketing, which benefits buyers because they do not need to visit various sellers directly to find product information (Latief & Ayustira, 2020). Online customer reviews provide great benefits to stores by significantly influencing their reputation. When a store's reputation is maintained, consumers tend to buy products of good quality.

Conversely, a bad reputation can encourage consumers to look for alternative stores. Online customer reviews are essential for providing information about products and services, as well as offering valuable recommendations. These consumer evaluations have a strong impact because they are seen as a reliable source of information (Huifeng et al., 2020).

### **Promotional content**

Content marketing is a marketing strategy that plans, creates, and distributes content to appeal to the audience and encourage them to become customers (Abdila et al., 2023). In addition, content strategy, or content marketing, is interesting, and collaboration with the right influencers also greatly influences impulsive purchases (Bansal & Kumar, 2018; Zalfar et al., 2021). Content marketing occurs both directly and indirectly to promote a business or product. This is done by utilizing interesting content in online and offline text, video, or audio (Delicia & Paramita, 2022). Content Marketing can be done through promotional writing in articles or blogs. However, content creators generally prefer to promote through short videos or videos on various social media platforms (Putriani et al., 2023). Promotions with a short time limit create a sense of urgency, forcing consumers to make quick purchasing decisions without careful consideration, thereby increasing impulsive purchasing behavior (Mutanafisa & Retnaningsih, 2021).

### **Influencers**

Influencers are individuals or figures on social media platforms who have a large following and great influence that can change the behavior of their followers through the messages they convey—the use of influencers as a marketing strategy to advertise products directly. Reaching

target audiences is becoming common. Influencers' roles vary, including endorsers, promoters, or brand ambassadors, who are active on various social networks (Agustina & Sari, 2021). Followers' trust in influencers is based on their credibility in reviewing products honestly, reliably, and according to consumer expectations (Putri & Fikriyah, 2023). The use of influencers in social media is one of the key factors in the success of digital marketing because influencer followers tend to imitate the actions and preferences they show (Wibowo & Wahyuningrum, 2023). Influencer marketing is increasingly popular with skincare brands to promote their products (Savitri et al., 2024). (Julia et al., 2024).

### **Hypothesis**

Based on the theoretical foundation outlined, the hypothesis proposed in this research is as below:

H1: It is suspected that online customer reviews influence impulse buying.

H2: It is suspected that promotional content affects impulse buying.

H3: Online customer reviews are suspected to influence impulse buying, with influencers as a moderating variable.

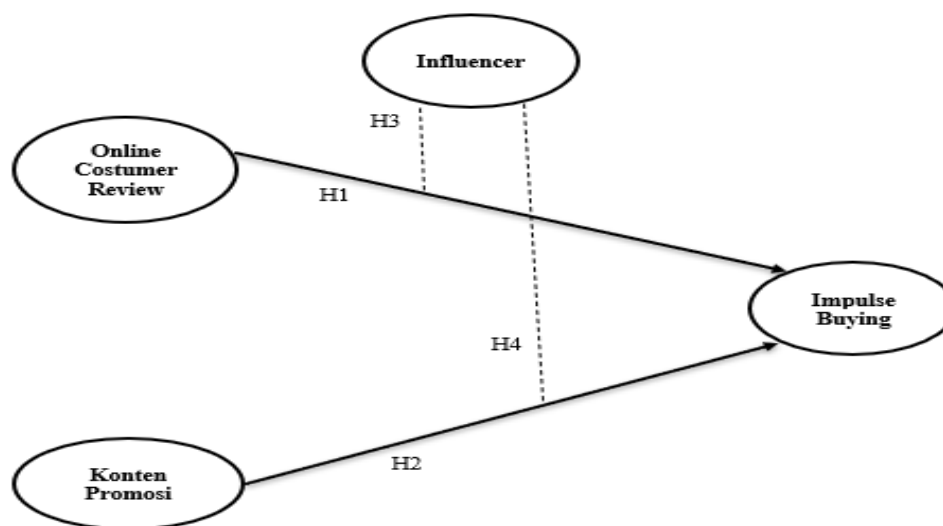
H4: It is suspected that promotional content has an effect on impulse buying with influencers as a moderating variable.

### **RESEARCH METHOD**

This research employs a quantitative methodology, utilizing a questionnaire given to respondents who satisfy the established criteria. The survey utilizes a Likert scale ranging from 1 to 5, with response options such as "Strongly agree" (1), "Agree" (2), "Neutral" (3), "Less agree" (4), and "Disagree" (5) (Annisa et al., 2023). The target population consists of Indonesian individuals who have purchased Skintific products and follow Skintific on TikTok. The sample comprises 220 participants, selected through non-probability sampling based on criteria such as Indonesian citizenship, a minimum age of 16, TikTok usage, Skintific product purchases via TikTok, and residence in Indonesia, including the islands of Kalimantan, Sumatra, Java, Nusa Tenggara, Sulawesi, and Bali. The research employs Structural Equation Modeling (SEM) with Smart PLS 4 software. The analysis includes descriptive statistics to outline respondent characteristics, validity and reliability tests to confirm the research instrument's reliability, and SEM analysis to test hypotheses and examine correlation from variables in this research (Ramadania et al., 2022).

Online customer reviews are evaluated using three primary factors: the quality of the argument, the credibility of the source, and the valence (Akbar et al., 2023). Promotion is measured using four indicators: promotion reach, promotion quality, promotion quantity, and promotion appeal (Qomariyah, 2022). The Influencer moderation variable is measured based on 4 indicators: Authenticity, Brand Fit, Community, and Content (Varlina et al., 2023), The dependent variable, impulse buying, is measured using three indicators: spontaneous purchases, purchases made without much thought, and purchases influenced by emotional feelings (Sumampow et al., 2022).

## Conceptual Framework



**Figure 1.** Conceptual Framework

## RESULTS AND DISCUSSION

### Respondent Characteristics

The characteristics of the 220 respondents are presented below in Table 1. The gender distribution is predominantly female (59%), with the majority residing in Kalimantan (40%). The age range of 21-25 years constitutes 43%, while 43% have completed high school as their highest level of education. Most respondents are students (39%), with 46% not currently employed. Additionally, 63% of respondents report having pocket money of less than Rp1,000,000.

**Table 1.** Characteristics of Respondents

Category	Item	F	%
Age	16 – 20 Years	42	19.09
	21 – 25 Years	95	43.18
	26 – 30 Years	50	22.72
	Above 30 Years	33	15
Total		220	100
Gender	Man	90	40.90
	Woman	130	59.09
Total		220	100
Domicile	Kalimantan	113	51.36
	Sumatra	20	9.09
	Java	34	15.45
	Southeast	18	8.18
	Sulawesi	16	7.27
	Bali	19	8.63
Total		220	100
Last education	SD	4	1.81
	Junior High School/Senior High School	12	5.45
	High School/Senior High School	95	43.18
	D1/D2/D3	25	11.36
	Bachelor degree)	68	30.90
	Postgraduate (S2/S3)	13	5.90
Total		220	100
Work	Students	87	39.54
	civil servant	22	10
	Businessman	36	16.36
	Private sector employee	32	14.54
	Indonesian National Police/Indonesian Armed Forces	10	4.54
	State-owned Enterprises	10	4.54
	Not yet working	13	5.90
	Housewife	10	4.54
Total		220	100
Monthly income (for those who are working)	<Rp2,000,000	10	4.54
	Rp2,000,000 – Rp4,000,000	41	18.63
	Rp4,000,000 – Rp6,000,000	103	46.81



	Rp6,000,000 – Rp8,000,000	34	15.45
	Rp8,000,000- Rp10,000,000	13	5.90
	>Rp10,000,000	19	8.63
Monthly pocket money (for those who are not working)	<Rp1,000,000	140	63.63
	Rp1,000,000 – Rp1,500,000	25	11.36
	Rp1,500,000 – Rp2,000,000	17	7.72
	Rp2,000,000 – Rp2,500,000	14	6.36
	>Rp2,500,000	24	4.54
Total		220	100

## Measurement Models

The results of the alignment, accuracy, and consistency tests are shown below.

**Table 2.** Value of Standardized Loading Factor, Construct Reliability (CR), and Average Variance Extracted (AVE) in Overall Model Fit

	Items	SLF	CR	AVE
<b>Online Customer Reviews</b>	The more positive reviews there are, the more it encourages consumers to buy Scientific skincare products on the TikTok platform.	0.843	0.924	0.710
	Before making a product purchase, consumers must compare the skintific product reviews.	0.855		
	I believe in the reviews given by previous consumers on the tiktok platform.	0.875		
	I feel that the tiktok platform provides enough information about skintific skincare customer reviews	0.892		
	I once decided not to buy based on negative reviews I read on the tiktok platform.	0.739		
	Items	SLF	CR	AVE
<b>Promotional Content</b>	Skintific skincare has promotional content that contains much information I want to know.	0.403	0.709	0.452
	Skintific Promotional Content can reach a wide audience.	0.538		
	Skintific skincare promotion content is easy for the audience to understand	0.523		
	Skintific skincare promotion content is not only on the TikTok platform; I can easily find it on other social media	0.861		

	Skintific skincare promotional content caught my attention	0.890		
<b>Influencers</b>	I saw influencers looking natural when reviewing scientific skincare products on the TikTok platform.	0.879	0.847	0.583
	According to the scientific brand, it is important to take care of your skin using these affordable products on the TikTok platform.	0.903		
	I am interested in the likes of the content uploaded by influencers on scientific skincare.	0.894		
	I became interested in skintific skincare after seeing influencers creating content about the importance of skin care on the TikTok platform.	0.726		
	Content about skintific skincare produced by influencers can provide positive comments on the TikTok platform.	0.886		
<b>Impulse Buying</b>	I tend to have a very strong urge to shop for skincare products on the TikTok platform	0.904	0.937	0.831
	I tend to shop for various things when I am in a positive mood, so I buy skintific skincare products on the TikTok platform	0.917		
	I do not need items after buying skintific skincare on the tiktok platform.	0.914		

The findings of the accuracy and consistency analysis for indicators with a Standardized Loadings Factor (SLF) value above 0.50 are shown in Table 2. The average variance extracted (AVE) and outer loading values were analyzed to ascertain the extent to which the items are grouped to measure the same construct, thereby determining convergent validity. While a low value indicates that the indicator does not adequately reflect the construct, a high value indicates that the indicator accurately describes the construct to be measured (Hair et al., 2019). In PLS-SEM research, outer loading values are generally assessed against a certain threshold level. Convergent validity can be measured through the outer loading value, with indicators above 0.7 considered valid and reliable (Chasanah & Mathori, 2021). The outer loading values in this research ranged from 0.82 to 1,000, indicating that this indicator is a strong representation of the measured construct (Hair et al., 2019).

An outer loading AVE value of 0.452 indicates that the latent construct does not sufficiently explain the variance of its indicators, indicating potential problems with the measurement model (Dzin & Lay, 2021; Sarstedt et al., 2019). This situation requires a critical evaluation of the indicators used

in the model, as they may need to capture the construct they are intended to represent adequately. However, outer loading values between 0.4 and 0.7 are still acceptable, provided other indicators show high loadings and the overall model maintains composite reliability and strong AVE values (Dzin & Lay, 2021). In this case, the model performs adequately with an AVE of 0.583. However, it is important to examine the specific outer loading values of the indicators to ensure that they contribute positively to the validity of the model.

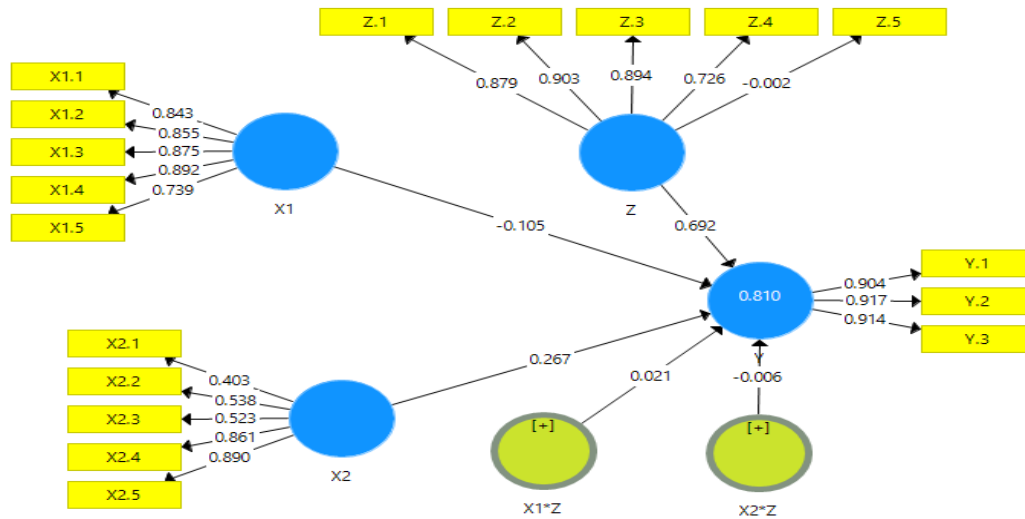


Figure 2. Algorithm Model Result

Table 3. Discriminant Validity- Fornell-Lacker Criterion

	X1	X1*Z	X2	X2*Z	Y
X1	0.843				
X1*Z	0.197	1,000			
X2	0.448	0.146	0.672		
X2*Z	0.108	0.504	- 0.078	1,000	
Y	0.198	0.143	0.796	- 0.034	0.912
Z	0.261	0.157	0.827	-0.006	0.889

The analysis in Table 3 reveals that the square root of the average variance extracted (AVE) for each construct is higher than the correlation values between the constructs. This discovery suggests that each construct in the model that has been developed possesses strong discriminant validity. This high discriminant validity confirms that each construct can measure different attributes and does not overlap significantly with other constructs, thus supporting the integrity and accuracy of the overall model.

Table 4. R-square (R<sup>2</sup>)

	R-square	R-square adjusted
Y	0.810	0.805

(Hair et al., 2019) The R-Square value represents the extent of explained variation in each endogenous construct, reflecting the model's interpretive power. It is also known as the predictive power of the components, The values span from 0 to 1, with greater values indicating a stronger capacity for interpretation. For instance, the construct "Influencer" has an R-Square of 0.810, suggesting a high level of explained variation from exogenous variables. After adjusting for model complexity, the adjusted R-Square value is 0.805, classifying it as significantly influential.

### Hypothesis Testing

Hypothesis testing is a method used to assess whether the independent variable strongly influences the dependent variable. The path coefficient is applied to evaluate the presence of direct or indirect effects, using the t-statistic and p-value from bootstrap testing. A p-value below 0.05 suggests a significant direct or indirect effect, while a p-value above 0.05 suggests no such effect. The findings of the path coefficient test in this research are shown in the table below.

**Table 5.** Hypothesis Testing

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
OCR => IBY	-0.105	-0.099	0.032	3.314	0.000
OCR*INF=>IBY	0.021	0.021	0.039	0.548	0.292
KP=>INF	0.267	0.264	0.096	2.271	0.003
KP*INF=>IBY	-0.006	0.007	0.031	0.181	0.428
INF=>IBY	0.692	0.698	0.075	2.298	0.000

The R-squared, beta, and t values were obtained through bootstrapping to evaluate the structural equation model and test the research hypothesis. This analysis determines whether each hypothesis is supported. In the hypothesis, the online customer review variable positively and significantly impacts impulse buying with a value of (B = -0.105, t = 3.314, p < 0.000). However, the moderation variable of online customer reviews between influencers and impulse buying shows a significant negative value with a value of (B = 0.021, t = 0.548, p < 0.292), which means that this moderation weakens the relationship but remains significant. Promotional content positively and significantly impacts influencers with a value of (B = 0.267, t = 2.271, p < 0.003). The impact of the moderation variable of promotional content between influencers and impulse buying shows a significant negative value with a value of (B = -0.0006, t = 0.181, p < 0.428). In

the hypothesis, the influencer variable positively and significantly impacts impulse buying with a value of ( $B = 0.692$ ,  $t = 2.298$ ,  $p < 0.000$ ).

## DISCUSSION

From the research results regarding the influence of online customer reviews and advertising content on the purchase of Skintific skincare products on TikTok, specifically in collaboration with moderate influencers, the results are as follows: In the hypothesis, the online client survey variable emphatically and essentially impacts impulse buying—the role of online reviews as a powerful influencer of consumer behavior. The credibility and quality of online reviews can significantly influence impulse buying tendencies, as consumers often rely on these reviews to guide their decisions in online shopping environments (Xu et al., 2020). There is a significant correlation from impulse buying tendencies and online impulse buying behavior, strengthening the idea that positive online reviews can trigger impulse buying (Yusak et al., 2022).

However, the moderation variable of online customer reviews between influencers and impulse buying shows a significant negative value, which means that this moderation weakens the relationship but remains significant. Negative reviews affect consumer behavior, indicating that when consumers are exposed to negative feedback, their likelihood of impulse buying decreases significantly (Shen et al., 2021) the role of online reviews in shaping impulse buying behavior. Positive reviews can increase the likelihood of impulse buying; negative reviews can lead to hesitation and a more analytical approach to purchasing decisions (Zhang et al., 2018). Aesthetic and experiential factors in online shopping can influence impulse buying, but online reviews can moderate these effects (Himawari et al., 2018).

Promotional content has a positive and significant effect on influencers. The development and delivery of promotional content can greatly shape consumer perceptions and behaviors, thereby enhancing the positive influence of influencers (Nabilah et al., 2023). The moderating variable impact of promotional content between influencers and impulse buying shows a significant negative value. Marketing stimuli, including promotional content, only sometimes lead to increased impulse buying. Hedonic value and shopping enjoyment positively influence impulse buying; marketing stimuli sometimes fail to motivate such behavior, especially when consumers feel overwhelmed or skeptical about promotional messages (Mishra, 2021). Marketing stimuli can increase impulse buying; others, especially those perceived as manipulative or excessive, can cause consumer resistance and decrease impulse buying behavior (Zhao et al., 2021)

. In the hypothesis, the influencer variable positively and significantly impacts impulse buying. Situational factors play an important role in impulse buying, especially in live-streaming shopping, where influencers play an important role (Huo et al., 2023). The online shopping experience positively influences e-purchase impulsivity, indicating that consumers who engage with influencers are more likely to exhibit impulsive purchasing behavior (Zaman et al., 2023).

## Conclusion

The findings of this research prove that influencers do not significantly play a role as a moderating variable in the influence of online customer reviews on impulse buying and do not significantly moderate the influence of TikTok promotional content on impulse buying. This can be explained as follows: The duration of time influencers use TikTok media is limited to only 60-15 seconds. With a short duration, it has yet to convince the audience to be interested in making a purchase. Respondents' assessment of influencers is not aimed at a particular influencer but at many influencers. In reality, the level of influencer popularity varies, and it is possible that the influencer is only known to a few people and is not generally known. This makes interest in some influencers, and the products promoted by these influencers could be more capable of attracting attention and encouraging purchases. The content of the message delivered by the influencer is less able to drive the audience's curiosity and interest in what the influencer conveys, so more is needed to strengthen the respondent's drive to be able to buy.

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