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The Influence of TikTok Social Media Influencers on Cosmetic Purchase Intentions and Brand Loyalty among Generation Z

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Abstract

Generation Z is known to be very familiar with technology and often uses social media, especially TikTok. The beauty and skincare industry in Indonesia uses influencer marketing as the main strategy to promote their products and services. This study used quantitative methods with purposive sampling techniques, involving 385 respondents through online questionnaires. The analysis was performed using Structural Equation Modeling (SEM). The results showed that social media influencers have a positive and significant influence on purchase intention and brand loyalty, both directly and through purchase intention as mediation. The use of social media influencers can increase brand appeal and strengthen branding at minimal cost, especially for the younger generation. This research provides further insight into how social media influencers can shape positive customer perceptions and build brand loyalty. Further research is recommended to consider additional variables such as brand image and reputation, as well as expand the scope of the social media platforms studied

Keywords:Social Media Influencer, brand loyalty, purchase intention, generasi Z

INTRODUCTION

The rapid advancement in technology today, encompassing innovations in various fields such as hardware, software, and other devices, has brought positive impacts on various sectors. This development not only facilitates everyday human activities but also spurs innovation across different sectors. The adoption of digital technology in Indonesia is not only a response to changing technological needs but also a step to compete on the global stage and adapt to the changing lifestyles of society

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(Danuri, 2019). Generation Z is known as a generation that is very accustomed to technology. Therefore, to capture their attention, marketing strategies through social media are an effective approach. In the context of influencer marketing, TikTok is considered a highly suitable platform for using this approach (Haenlein et al., 2020). It is known that TikTok has a market share dominated by the youngest users, making it an ideal place to exploit influencer marketing strategies. TikTok is one of the social media platforms with 1.09 million active users, placing it sixth among social media platforms with the most users in 2023. Users typically spend more than thirty-three hours each month on the app (Yonatan, 2023).

Here are the statistics of TikTok users in Indonesia in 2023:

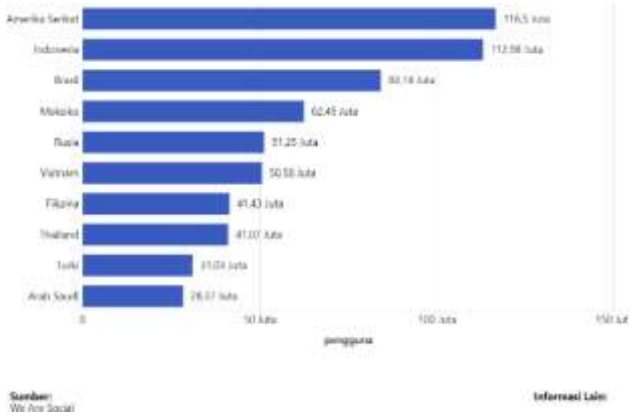


Figure 1 TikTok Users in Indonesia
Source: Annur, (2023)

Indonesia ranks second in the world for the number of TikTok users, with a total of 112.97 million users. The difference between the number of TikTok users in Indonesia and the United States is only about 3.52 million users. Following this, Brazil and Mexico each have 84.13 million and 62.44 million TikTok users, respectively. According to We Are Social's report, as of October 2023, TikTok users globally are predominantly male, accounting for 50.8%, while female users make up 49.2%.

Currently, the presence of social media significantly influences consumer decisions in choosing products or services. Promotion through social media influencers is on the rise. According to research conducted by Pinto and Paramita (2021), they concluded that

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social media influencers have a positive impact on purchase intention, which can help build brand loyalty as repeat purchases of the same brand lead to commitment. Based on the concept of influencer marketing, companies often invite individuals with social media influence, such as bloggers with thousands of followers, to become their brand ambassadors (Tapinfluence, 2017).

The cosmetics industry is experiencing rapid growth. According to a Statista report, the Head of the Innovation and Digital Economy Center at the Institute for Economic and Financial Development (Indef) stated that the cosmetics market in Indonesia is expected to grow by 4.59% per year from 2023 to 2028, including skincare and personal care products. Some Indonesian beauty influencers known for their strong and unique credibility include Tasya Farasya, Rachel Goddard, Marcella Febrianne, NSaya Arsyinta, and Suhay Salim. Beauty influencers are known as active users of social media in the beauty sector. They not only share the latest makeup trends but also frequently provide knowledge about skincare.

Messages conveyed by social media influencers are considered more convincing and appealing to consumers, supported by findings that 82% of followers tend to follow recommendations from their favorite influencers (Talaverna, 2015). Compared to promotional strategies involving celebrities, the use of social media influencers is considered more credible, trustworthy, and knowledgeable due to their ability to build close relationships with consumers (Berger et al., 2016), particularly for businesses targeting younger generations. Influencers are divided into two categories: mega influencers and micro influencers. Micro influencers have between 10,000 to 100,000 followers, while mega influencers have more than one million followers on social media (Park et al., 2021). According to Databoks.com (2023), 78% of female respondents are more interested in local influencers such as Instagram celebrities, YouTubers, TikTokers, and local Twitter celebrities compared to Korean artists.

Over the years, various studies have examined the impact of social media influencers on post-purchase behavior (Liu et al., 2020; Gunnarsson et al., 2018; Dulek and Aydin, 2020). Although research in the field of social media is increasing, understanding the impact of influencers on Generation Z's brand loyalty remains limited. This is important because Generation Z is the most dominant group of online buyers (Gauthier, 2018).

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LITERATURE REVIEW

This study involves three variables, consisting of one independent variable, one dependent variable, and one mediating variable. Therefore, the conceptual framework of this study is as follows:

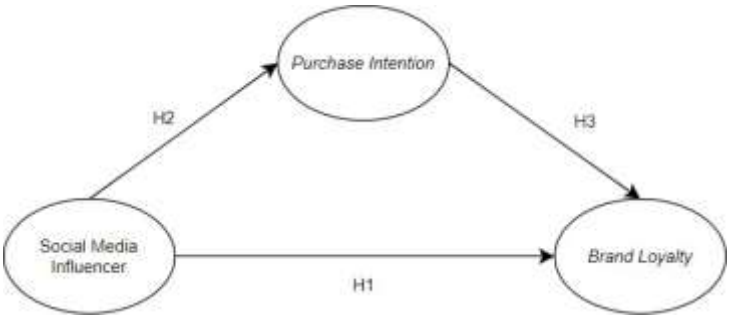


Figure 1 Conceptual Framework

Source: Pinto and Paramita (2021)

Marketing

According to Kotler (2017), marketing can be identified as the effort to understand and satisfy human and societal needs profitably. The official definition from the American Marketing Association defines marketing as the organizational or company function involving a series of steps to create, communicate, and deliver value to customers, and manage relationships in a way that generates profit for the organization and other stakeholders. Effective marketing requires managing the exchange process, which involves various tasks and skills. Marketing is a crucial activity in company operations aimed at meeting societal needs and desires through products and services, with the goal of providing significant benefits to consumers while also enhancing company profits.

Social Media Influencer

Social media influencers are recognized as one of the most popular and influential marketing tools. They are even considered a highly effective strategy for building a brand's unique identity. Marketers hope that the support provided by influencers, who are often seen as celebrities, can transfer positive meaning to the brand, not just attract attention (Audi et al., 2015). According to data from Hutchinson (2016), the majority of marketers allocate a significant portion of their advertising budgets to leveraging influencers and celebrity endorsements to promote their brands. Research by Ismail (2017) shows that substantial budget allocation for positive social media promotion is

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related to brand loyalty levels. Another study by Audi et al. (2015), which investigated the role of influencers and their impact on brand loyalty, also found similar results.

Purchase Intention

Consumer purchase intention refers to the desire or tendency of consumers to buy a particular product or service. This intention is influenced by various factors such as product variety, brand image, service quality, price, consumer trust, advertising, word of mouth, and ease of use (Huda et al., 2023). Kim (in Giri et al., 2023) states that purchase intention is an essential element of consumer behavior, reflecting the extent to which an individual is willing to purchase a product. According to Wibowo et al. (2020), purchase intention refers to a consumer's desire to buy a product or service after seeing marketing content. Purchase intention is one of the key indicators of consumer behavior.

Brand Loyalty

According to Miller (2017), brand loyalty is formed when a brand becomes irreplaceable in the minds of consumers. When social media users develop an emotional and psychological bond with a brand, they are inclined to share information about it with others (Yeh & Choi, 2011). Marketers need to continually develop and maintain brand loyalty relationships with their customers to remain competitive in a tight and unstable market (Nawastha & Alversia, 2020).

RESEARCH METHOD

This study employs a quantitative research method conducted through hypothesis testing. Purposive sampling technique is applied using online questionnaire interviews. In this research, Structural Equation Modeling (SEM) is used with SMART PLS software to test theoretical causality through empirical data analysis. All variables in the study are measured using a 5-point Likert scale, where respondents indicate their level of agreement from "Strongly Agree" to "Strongly Disagree". The study establishes a non-contrived design, applicable at any time and not necessarily tied to specific events, towards the data source in the field. The variables to be tested in this study are social media influencer, brand loyalty with purchase intention as mediation among Generation Z

RESULT

The data collected from the survey was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). This method allows researchers to test

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causal relationships between latent variables within the proposed research model. The evaluation was conducted using SEM PLS software version 4.0.9.9 for Windows.

Table 1 Questionnaire items

Variable	Dimension	Questionnaire Item	Results
Social Media Influencer	Attractiveness	I follow TikTok cosmetic influencers because of their good attitude	0,813
		I follow TikTok cosmetic influencers who have certain skills	0,805
		I follow TikTok cosmetic influencers who have an attractive physical appearance	0,730
		I follow TikTok cosmetic influencers who have certain good habits	0,818
		I follow TikTok cosmetic influencers who have a charming look	0,784
		I follow TikTok cosmetic influencers with attractive appearance	0,840
	Credibility	The product information conveyed by the TikTok cosmetic influencer that I follow is trustworthy.	0,822
		Knowing new products when reviewed by the TikTok cosmetic influencers that I follow	0,799
		The TikTok cosmetic influencer that I follow can give a good impression of the product and its followers.	0,855
		The TikTok cosmetic influencers that I follow are very good at shaping public opinion.	0,809
		The TikTok cosmetic influencers that I follow have similar personalities	0,781
		Cosmetic influencers that I follow are always honest in providing information and reviews.	0,772
		I see a connection between the TikTok cosmetic influencer I follow and the product she reviews	0,789

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	Product Match Up	The image of the endorsed product is very suitable for the TikTok cosmetic influencer that I follow.	0,780
		I believe in all the products reviewed by the TikTok cosmetic influencer that I follow.	0,783
		The TikTok cosmetic influencer I follow actually uses the product being reviewed	0,813
		The products promoted by the TikTok cosmetic influencers I follow are very presentable.	0,782
	Transfer Meaning	The TikTok cosmetic influencers that I follow have good communication in attracting consumers	0,780
		TikTok cosmetic influencers often use body language	0,837
		when explaining the products they review.	
		The TikTok cosmetic influencers that I follow manage to convey the meaning of each product well	0,817
		Cosmetic influencer TikTok has good pronunciation in public speaking	0,827
Purchase Intention	Attitude towards the product	I plan to buy a product after seeing a review from a TikTok cosmetic influencer that I follow	0,725
		I always look for information about products reviewed by TikTok cosmetic influencers that I follow	0,815
		I feel proud to use the products reviewed by the TikTok cosmetic influencers that I follow	0,790
		I am willing to buy products that are reviewed by the TikTok cosmetic influencers that I follow	0,790
		I have more confidence in a brand if it is reviewed by a TikTok cosmetic influencer that I follow	0,711
		I will recommend products reviewed by	

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Brand Loyalty	Recommendation	TikTok cosmetic influencers that I follow to others	0,782
		I often discuss products that have been reviewed by TikTok cosmetic influencers	0,807
		that I follow with other people	
	Incentive to competitors	I prefer to buy brands reviewed by Tiktok cosmetic influencers even though there are other products that sell similar things	0,802
		I often refuse to use products if they have not been reviewed by TikTok cosmetic influencers	0,848
	Repeated purchase	I often buy products that are reviewed by Tiktok cosmetic influencers regularly	0,729
		I will only buy products reviewed by trusted TikTok cosmetic influencers	0,768

Source: Researcher processed data, (2024)

Outer Model

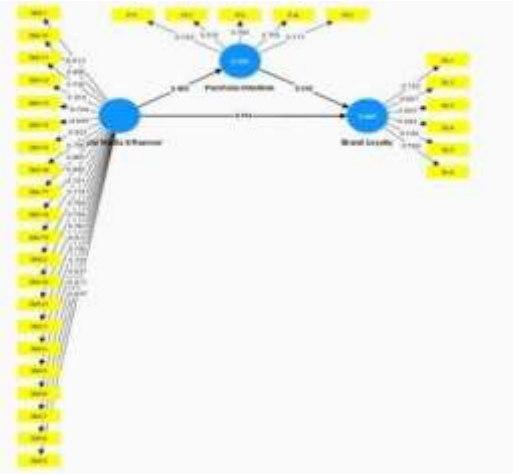


Figure 3 Outer Model

Source: Researcher processed data, (2024)

The measurement results of the influence of social media influencers on TikTok brand loyalty with purchase intention as the mediation. All statement items in both

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variables meet the convergent validity criteria, with values exceeding 0.70, indicating their effectiveness in explaining the latent variables measured. This assessment indicates that each indicator effectively contributes to the understanding of the underlying constructs, strengthening the robustness of the research findings

Fornell-Larcker

Based on the calculation results, it is shown that the cross-loading values of each indicator are greater than the correlation between variables. Furthermore, the model is considered to have good discriminant validity if the square root of AVE of a variable is greater than the correlation between variables. Below are the results of the Fornell-Larcker test in this study:

Table 2 Fornell-Larcker

Variabel	Brand Loyalty	Purchase Intention	Social Media Influencer
Brand Loyalty	0.790		
Purchase Intention	0.649	0.767	
Social Media Influencer	0.607	0.565	0.802

Source: Researcher processed data, (2024)

Based on Table 2, It can be observed that the AVE values are greater than 0.7, indicating that this study is valid and has met the criteria for good discriminant validity (Safitra et al., 2023).

HTMT Analysis

Table 3 HTMT Analysis

Variabel	Brand Loyalty	Purchase Intention	Social Media Influencer
Brand Loyalty			
Purchase Intention	0.807		
Social Media Influencer	0.645	0.620	

Source: Researcher processed data, (2024)

Based on Table 3, it is known that the HTMT values in this study meet Discriminant Validity criteria, as the values are < 0.9. Therefore, it can be concluded that the variables

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used have passed the Discriminant Validity test through cross loading, Fornell-Larcker criterion, and HTMT tests. A construct or indicator is considered reliable if the composite reliability value is > 0.70 and the Cronbach's Alpha value is > 0.60 (Ghozali & Latan, 2015).

Reability Test

Table 4 Reability Test

Variabel	Cronbach's Alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
Brand Loyalty	0.879	0.881	0.909
Purchase Intention	0.824	0.824	0.877
Social Media Influencer	0.972	0.974	0.974

Source: Researcher processed data, (2024)

Based on Table 4, it is shown that the Cronbach's Alpha values for each construct are > 0.60 and the composite reliability values for each construct are > 0.70. Therefore, it can be concluded that this reliability test is reliable.

Inner Model



Figure 4 Inner Model

Source: Researcher processed data, (2024)

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According to Ghozali (2015), the structural model is tested by examining the R-Square value, which serves as a goodness-of-fit test for the model.

The Coefficient of Determination R² (R-Square)

Below is a table showing the R-Square results tested using SmartPLS:

Table 5 (R-Square)

Item	R-*Square*
Brand Loyalty	0.549
Purchase Intention	0.320

Source: Researcher processed data, (2024)

Based on Table 5, it is shown that the R-Square value for the brand loyalty variable (Y) is 0.549, indicating a strong influence of 54.9%. The remaining 45.1% is influenced by other variables not discussed in this study. Meanwhile, the R-Square value for the purchase intention variable is 0.320, indicating an influence of 32%. The remaining 68% is influenced by other variables not discussed in this study.

Effect Size

Effect size describes the magnitude of the influence of a variable in the structural model. Changes in the R-Square value can be used to evaluate whether an exogenous variable has a significant influence on an endogenous variable. Below is the table showing the results of the effect size calculation:

Table 6 Effect Size

Variable	Brand Loyalty	Purchase Intention	Social Media Influencer
Brand Loyalty			
Purchase Intention	0.400		
Social Media Influencer	0.151	0.470	

Source: Researcher processed data, (2024)

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Based on Table 6, the relationship between purchase intention and brand loyalty in this study falls into the large category, while the relationship between social media influencer and brand loyalty in this study falls into the medium category.

According to Ghozali, (2018) there are Q2 assessment criteria of 0.02 indicating weak, 0.15 indicating moderate, and 0.35 indicating strong.

$$Q^2 = 1 – (1 - R^2) \dots (1 – R^2)$$

$$Q^2 = 1 – (1 – 0{,}549^2) (1 – 0{,}320^2)$$

$$\text{I.}\quad Q^2 = 0{,}373$$

Based on the calculations that have been carried out, the predictive relevance value is 0.373. It can be concluded that this model has a relevant predictive value.

Hypothesis Test

Table 7 Hypothesis Test

Hypothesis	Path Coefficient	T Statistics	P Value	Descriptio n
Social Media Influencer → Brand Loyalty	0.316	4.998	0.000	H1 Accepted
Social Media Influencer → Purchase Intention	0.565	12.082	0.000	H2 Accepted
Social Media Influencer → Purchase Intention → Brand Loyalty	0.219	6.464	0.000	H3 Accepted

Source: Researcher processed data, (2024)

Social Media Influencer has a positive and significant impact on brand loyalty among Generation Z in Indonesia. According to Table 7, Social Media Influencer affects TikTok brand loyalty with a path coefficient value of 0.316, a T-Value of 4.998, and a P-Value of 0.000. The results are considered statistically significant because the T-Value is

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greater than 1.96 and the P-Value is less than 0.05, so it can be concluded that H1 is accepted.

Social Media Influencer has a positive and significant impact on purchase intention among Generation Z in Indonesia.

According to Table 7, Social Media Influencer affects Purchase Intention with a path coefficient value of 0.565, a T-Value of 12.082, and a P-Value of 0.000. The results are considered statistically significant because the T-Value is greater than 1.96 and the P-Value is less than 0.05, so it can be concluded that H2 is accepted.

Social Media Influencer impacts brand loyalty among Generation Z in Indonesia with purchase intention as a mediating variable.

According to Table 7, Social Media Influencer indirectly affects brand loyalty through purchase intention with a path coefficient value of 0.219, a T-Value of 6.464, and a P-Value of 0.000. The results are considered statistically significant because the T-Value is greater than 1.96 and the P-Value is less than 0.05, so it can be concluded that H3 is accepted.

CONCLUSION

The conclusion of this research is that Social Media Influencers have a significant impact on Brand Loyalty on TikTok among Generation Z in Indonesia. The strong relationship between influencers and the products they promote, along with effective communication methods, enhances brand loyalty among Generation Z. Influencers with specific expertise and good relationships with their followers can influence potential buyers. Generation Z tends to recommend and purchase products reviewed by influencers, so marketers should choose influencers with a good image to support their products. This research is consistent with the study by Jun & Yi (2020), which states that Social Media Influencers have a positive and significant impact on Brand Loyalty. Social Media Influencers have a significant impact on Purchase Intention among Generation Z in Indonesia. Consumers tend to purchase products recommended by social media influencers, seek further information about these products, and feel proud to use the same products as the influencers. Therefore, using Social Media Influencers is an effective strategy to attract attention and increase purchase intention among Generation Z. This is supported by the research of Rosara & Luthfia (2020) and Kanwar & Huang (2022), which demonstrates that the performance of Social Media Influencers effectively assists consumers in the decision- making process before purchasing a product. This proves that Social Media

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Influencers have a significant impact on Purchase Intention. Social Media Influencers indirectly influence brand loyalty through purchase intention. Generation Z tends to buy products after seeing reviews from influencers, and if the information provided meets their expectations, they will show loyalty by recommending and discussing the product with close acquaintances. Brand loyalty among Generation Z is not only measured by repeat purchases but also by an increase in the number of purchases, recommendations to others, and the spread of positive reviews about the brand.

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