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The Influence of Brand Image, Influencer Marketing, Online Customer Reviews, and Scarcity Marketing on Consumers' Purchase Decisions for Skintific Products on TikTok

Pungky Diana Putri, Mayla Surveyandini, Enrico Aziezy
Universitas Wijayakusuma Purwokerto, Indonesia
enricoaziezy@gmail.com; dianaptr67.89@gmail.com

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Abstract

The rapid growth of social commerce has transformed consumer purchasing behavior, particularly in the skincare industry, where purchase decisions are shaped by multiple digital marketing factors. This study examined the effects of brand image, influencer marketing, online customer reviews, and scarcity marketing on consumers' purchase decisions for Skintific products through TikTok. A quantitative explanatory approach was employed, involving 100 respondents who had purchased Skintific products through TikTok and were selected using purposive sampling. Data were collected through an online questionnaire and analyzed using multiple linear regression with IBM SPSS Statistics. The findings revealed that brand image and online customer reviews had positive and statistically significant effects on purchase decisions, whereas influencer marketing and scarcity marketing had no significant effects. These results indicate that consumers place greater emphasis on brand credibility and authentic customer experiences than on influencer-based and scarcity-oriented promotional strategies when purchasing skincare products through social commerce. This study contributes empirical evidence regarding the differential

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effects of digital marketing factors on consumer decision-making and provides practical implications for companies seeking to strengthen their brand image and optimize customer reviews as strategic instruments for increasing purchase decisions in social commerce environments.

Keywords: Brand Image; Influencer Marketing; Online Customer Reviews; Purchase Decisions; Scarcity Marketing

INTRODUCTION

The rapid advancement of digital technology has fundamentally reshaped consumer behavior and transformed marketing practices across industries. The integration of social media with e-commerce has accelerated the emergence of social commerce, enabling consumers to discover products, obtain information, compare alternatives, interact with sellers, and complete purchases within a single digital ecosystem (Hidayatullah et al., 2023). Unlike conventional online marketplaces, social commerce creates highly interactive shopping experiences where purchasing decisions are continuously influenced by digital communication, user-generated content, and personalized recommendations (Indrawati et al., 2023). Consequently, companies increasingly prioritize social media platforms as strategic channels for building consumer engagement and strengthening competitive advantage in the digital marketplace (Pratama et al., 2025).

Among numerous social media platforms, TikTok has emerged as one of the fastest-growing social commerce ecosystems by integrating entertainment, personalized algorithms, live-streaming, and in-app purchasing features into a unified platform (Mustajab & Mahadewi, 2023). This unique ecosystem allows consumers to simultaneously access promotional videos, influencer endorsements, product demonstrations, customer testimonials, and purchasing facilities without leaving the application (Hidayatullah et al., 2023). Such integration has significantly altered the consumer decision-making process by increasing exposure to persuasive digital marketing stimuli throughout every stage of the purchasing journey (Basalamah et al., 2025).

The rapid expansion of TikTok Shop has contributed substantially to the growth of Indonesia's digital economy, particularly within the beauty and personal care sector. The increasing popularity of online beauty shopping reflects consumers' growing preference for interactive platforms that provide not only product information but also authentic user

experiences through videos, live commerce, and customer interactions (Isnani & Winata, 2024). This phenomenon indicates that purchasing decisions are no longer determined solely by product attributes but are increasingly influenced by digital communication, social interaction, and information credibility available within social commerce platforms (Andriana, 2023).

The skincare industry has become one of the most competitive sectors benefiting from digital transformation because consumers generally require extensive information before purchasing skincare products. Since skincare products are directly associated with health, appearance, and personal confidence, consumers tend to evaluate multiple information sources before making purchasing decisions (Qomariah et al., 2021). They compare product characteristics, assess brand reputation, examine customer experiences, and consider recommendations from trusted individuals to minimize perceived purchasing risks (Rakhma et al., 2021). Consequently, digital marketing has become an indispensable strategy for skincare companies seeking to improve consumer confidence and purchasing behavior (Latief & Ayustira, 2019).

Among various skincare brands competing within Indonesia's digital marketplace, Skintific has demonstrated remarkable business growth within a relatively short period. The brand has successfully established a strong market position by combining scientifically formulated skincare products with aggressive digital marketing strategies across multiple social media platforms (Fatya, 2024). The company's consistent visibility on TikTok, intensive collaboration with influencers, utilization of consumer-generated content, and integration of promotional campaigns through TikTok Shop have strengthened its brand recognition among young consumers (Nabila et al., 2024). These marketing initiatives have enabled Skintific to become one of the leading skincare brands purchased through social commerce platforms despite competing with numerous established cosmetic brands (Angelica & Hikmah, 2025).

The increasing success of Skintific illustrates that consumer purchase decisions within digital marketplaces are influenced by a combination of marketing factors rather than by product quality alone. Digital consumers actively process information obtained from official brand communication, influencer recommendations, customer experiences, promotional campaigns, and other digital interactions before selecting products that best satisfy their expectations (Gatri & Waeno, 2025).

One of the most influential determinants of purchasing decisions is brand image, which represents consumers' overall perceptions, beliefs, and associations regarding a particular brand. A favorable brand image enhances consumer confidence because trusted brands are generally perceived as offering superior quality, credibility, and reliability compared with unfamiliar competitors (Aziezy et al., 2024). Positive brand perceptions also reduce consumers' perceived purchasing risks by strengthening confidence that the selected products will satisfy expected performance (Benowati & Purba, 2020). Consequently, companies continuously invest in strengthening brand image to improve consumer preference and encourage purchasing decisions within increasingly competitive digital markets (Fauziah & Mubarok, 2019).

The importance of brand image becomes even greater within the skincare industry because consumers often associate cosmetic products with product safety, effectiveness, and long-term skin health. Consumers generally prefer skincare brands possessing positive reputations because credible brands reduce uncertainty and increase purchasing confidence (Nabila et al., 2024). Previous empirical studies consistently demonstrate that strong brand image positively contributes to consumers' purchasing decisions across various cosmetic and skincare product categories (Fatya, 2024).

Besides brand image, influencer marketing has become one of the dominant communication strategies adopted by companies operating within social commerce platforms. Influencers communicate product information through personal experiences, tutorials, demonstrations, and reviews that consumers frequently perceive as more authentic than conventional advertising (Campbell & Farrell, 2020). The rapid growth of influencer marketing reflects consumers' increasing reliance on trusted digital personalities when evaluating products before making purchasing decisions (Athaya & Irwansyah, 2021). As a result, influencer credibility, expertise, attractiveness, and audience engagement have become essential determinants of successful digital marketing campaigns (Jalut et al., 2025).

Another influential factor affecting digital purchasing behavior is online customer review. User-generated reviews provide valuable information regarding product quality, effectiveness, and customer satisfaction based on actual consumption experiences (Lestari et al., 2023). Compared with organizational advertising, online customer reviews are generally perceived as more objective because they originate from previous consumers who have directly experienced the products being evaluated (Qomariah et al., 2021). Consequently,

prospective buyers increasingly depend upon customer reviews to reduce uncertainty and strengthen purchasing confidence before completing online transactions (Latief & Ayustira, 2019).

Recent empirical findings consistently indicate that online customer reviews significantly contribute to purchasing decisions within digital marketplaces. Positive customer experiences strengthen trust, reduce perceived purchasing risks, and improve consumers' willingness to purchase products recommended by previous buyers (Mustajab & Mahadewi, 2023). Conversely, negative reviews may discourage purchasing intentions despite extensive promotional campaigns conducted by companies, demonstrating the strategic importance of consumer-generated information within social commerce ecosystems (Indrawati et al., 2023).

The increasing complexity of digital consumer behavior has encouraged companies to implement additional promotional strategies capable of stimulating immediate purchasing decisions. One strategy receiving considerable attention is scarcity marketing, which emphasizes limited product availability, restricted purchasing periods, or exclusive promotional opportunities to create psychological urgency among consumers (Mulyati & Mubarok, 2025). By highlighting product scarcity, marketers attempt to increase consumers' perceived value while simultaneously reducing decision-making time, thereby encouraging immediate purchasing behavior before promotional opportunities disappear (Didit et al., 2025).

The effectiveness of scarcity marketing is supported by consumer behavior research suggesting that perceived scarcity increases product attractiveness because consumers tend to assign greater value to products that appear exclusive or difficult to obtain (Az-Zahra & Faiz, 2024). Within social commerce platforms, scarcity marketing is frequently implemented through flash sales, limited stock notifications, countdown timers, and exclusive campaign offers that motivate consumers to complete transactions without prolonged evaluation (Mulyati & Mubarok, 2025). Nevertheless, several studies have reported inconsistent findings regarding the effectiveness of scarcity-based promotional strategies across different consumer segments and product categories (Amira & Fietroh, 2025).

Previous empirical studies have extensively investigated factors affecting purchasing decisions in digital marketing environments. Amelia and Hariasih (2025) reported that brand image, influencer marketing, and online customer reviews significantly influence consumers'

purchasing decisions for beauty products. Similar findings were presented by Hidayatullah et al. (2023) demonstrated that social media marketing and brand image significantly encourage purchasing decisions among TikTok users.

Further evidence indicates that digital marketing variables collectively enhance consumer confidence before purchasing products. Pratama et al. (2025) found that digital marketing activities supported by brand trust and electronic word of mouth significantly improve purchasing decisions within online marketplaces. Similarly, Gatri and Waeno (2025) emphasized that purchasing decisions represent the combined influence of several marketing variables rather than a single promotional strategy. These findings indicate that contemporary purchasing behavior should be examined through integrated marketing frameworks capable of capturing multiple digital stimuli simultaneously.

Although many previous studies have confirmed the positive contribution of influencer marketing, contradictory findings remain evident within the literature. Oktaviana et al. (2025) reported that influencer marketing positively affects purchasing decisions for skincare products marketed through online platforms. Conversely, Amira and Fietroh (2025) argued that influencer recommendations do not always become the primary determinant of purchasing decisions because consumers increasingly prioritize product quality and personal experience. Comparable findings were also identified by Basalamah et al. (2025), who suggested that consumer engagement with digital influencers alone cannot fully explain purchasing behavior in highly competitive beauty markets.

In addition, inconsistencies have also emerged regarding the effectiveness of scarcity marketing in stimulating purchasing decisions. While scarcity-based promotions theoretically increase consumers' perceived urgency, empirical findings indicate that not all consumers respond similarly to limited-time offers or limited-stock campaigns. Consumers with sufficient product knowledge frequently evaluate functional product benefits before responding to scarcity-oriented promotional messages (Mulyati & Mubarok, 2025). Consequently, further investigation is required to determine whether scarcity marketing contributes significantly to purchasing decisions within the context of skincare products promoted through TikTok.

A notable research gap can be identified from the study conducted by Ndaru et al. (2025), which examined the effects of brand image, influencer marketing, and online customer reviews on purchasing decisions for Wardah skincare products through TikTok.

Although the proposed model successfully explained a substantial proportion of purchasing behavior, the reported coefficient of determination indicated that a considerable percentage of consumer purchasing decisions remained unexplained. These findings suggest that additional marketing variables should be incorporated to provide a more comprehensive explanation of purchasing behavior within social commerce environments.

Furthermore, most previous studies investigated only three primary determinants of purchasing decisions without considering the growing importance of psychological promotional strategies that have become increasingly common across digital commerce platforms. Recent marketing practices demonstrate that companies frequently combine informational marketing strategies with scarcity-based promotional techniques to maximize consumer responses during online shopping campaigns (Didit et al., 2025). However, empirical evidence examining the integration of these variables remains relatively limited, particularly within Indonesia's rapidly expanding skincare market.

Based on these considerations, this study extends previous research by integrating brand image, influencer marketing, online customer review, and scarcity marketing into a single conceptual framework to explain consumers' purchase decisions regarding Skintific products on TikTok. Unlike previous studies focusing on other skincare brands or excluding scarcity marketing from the analytical model, this research investigates whether the combination of informational, relational, and psychological marketing stimuli provides a more comprehensive explanation of purchasing decisions within social commerce. This integrated perspective is expected to enrich the digital marketing literature while providing practical insights for companies seeking to optimize marketing strategies in increasingly competitive social commerce environments.

METHODS

This study employed a quantitative approach with an explanatory research design to examine the effects of brand image, influencer marketing, online customer review, and scarcity marketing on consumers' purchase decisions regarding Skintific products through the TikTok application. The conceptual framework consisted of four independent variables and one dependent variable. Brand image was measured using the indicators of brand strength, brand uniqueness, emotional attachment, brand personality fit, and perceived

quality. Influencer marketing was assessed through expertise, trustworthiness, credibility, sponsorship disclosure, parasocial relationship, and congruence. Online customer review was measured using perceived benefits, source credibility, argument quality, review balance, and review quantity, while scarcity marketing included limited-quantity scarcity, limited-time scarcity, perceived competition, and urgency. Purchase decision was evaluated through product choice, brand choice, purchase channel, purchase timing, and purchase quantity, based on the theoretical framework adopted in this study.

The study population comprised students at Universitas Purwokerto who had purchased Skintific products through TikTok. Since the population size was unknown, the minimum sample size was determined using the Cochran formula. Although the minimum required sample was 97 respondents, the study involved 100 respondents to improve data adequacy. A non-probability purposive sampling technique was employed to ensure that respondents met specific criteria, including active TikTok users who had viewed Skintific promotional content, purchased Skintific products through TikTok, and considered online customer reviews and scarcity-based promotions before making purchase decisions.

Primary data were collected using a structured questionnaire distributed online via Google Forms with a five-point Likert scale, while secondary data were obtained from relevant academic literature. Instrument quality was evaluated using the Pearson Product-Moment validity test and Cronbach's Alpha reliability test, with reliability considered acceptable when the alpha coefficient exceeded 0.70.

Data analysis was performed using IBM SPSS Statistics. The analytical procedure included data coding, editing, tabulation, and scoring, followed by descriptive statistical analysis. Prior to hypothesis testing, the regression model was evaluated through normality, multicollinearity, and heteroscedasticity tests to ensure compliance with classical assumptions. Hypotheses were subsequently tested using multiple linear regression analysis, followed by the coefficient of determination (Adjusted R^2), the F-test to assess overall model fit, and the t-test to examine the partial effects of each independent variable on purchase decisions. Statistical significance was determined at the 5% significance level ($\alpha = 0.05$).

RESULTS

1. Classical Assumption Test

a. Normality Test

Table 1. Normality Test

Asymp. Sig	α	Information
0.061	0.05	Normal

source: Compiled by the researcher (2026)

Table 1. Normality Test shows an Asymp. Sig. value of 0.061, exceeding the significance level of 0.05. Therefore, the data are normally distributed and satisfy the normality assumption required for further statistical analysis.

b. Multicollinearity Test

Table 2. Multicollinearity Test

Variables	Tolerance	VIF	Information
Brand Image (X_1)	0.516	1.939	No Multicollinearity
Influencer Marketing (X_2)	0.558	1.792	No Multicollinearity
Online Customer Review (X_3)	0.700	1.429	No Multicollinearity
Scarcity Marketing (X_4)	0.650	1.539	No Multicollinearity

source: Compiled by the researcher (2026)

Table 2. Multicollinearity Test shows that all independent variables have tolerance values greater than 0.10 and VIF values below 10. These findings indicate that no multicollinearity exists among the independent variables. Therefore, the regression model satisfies the multicollinearity assumption and is appropriate for further statistical analysis.

c. Heteroscedasticity Test

Table 3. Heteroscedasticity Test

Variables	Sig.	Information
Brand Image (X_1)	0.236	No Heteroscedasticity
Influencer Marketing (X_2)	0.239	No Heteroscedasticity
Online Customer Review (X_3)	0.206	No Heteroscedasticity
Scarcity Marketing (X_4)	0.397	No Heteroscedasticity

source: Compiled by the researcher (2026)

Table 3. Heteroscedasticity Test shows that all independent variables have significance (Sig.) values greater than 0.05. These findings indicate that the regression model is free from heteroscedasticity, confirming that the homoscedasticity assumption is satisfied and that the model is suitable for further statistical analysis.

2. Multiple Linear Regression Analysis

Table 4. Multiple Linear Regression Analysis

Model	B	Std. Error	Sig.
(Constant)	5.037	2.219	0.025
Brand Image	0.422	0.173	0.017
Influencer Marketing	0.004	0.077	0.960
Online Customer Review	0.462	0.117	0.000
Scarcity Marketing	0.037	0.100	0.711

source: Compiled by the researcher (2026)

Table 4. Multiple Linear Regression Analysis presents the results of the multiple linear regression analysis. Based on the unstandardized coefficients, the regression equation is expressed as follows: $Y = 5.037 + 0.422X_1 + 0.004X_2 + 0.462X_3 + 0.037X_4$. The regression equation indicates that Brand Image, Influencer Marketing, Online Customer Review, and Scarcity Marketing all have positive regression coefficients, suggesting a positive relationship with purchase decisions. Among the independent variables, Online Customer Review has the largest regression coefficient (B = 0.462), followed by Brand Image (B = 0.422), indicating relatively stronger contributions to purchase decisions. The statistical significance of these relationships is further evaluated through the hypothesis testing results.

3. Coefficient of Determination (R^2)

Table 5. Coefficient of Determination

R	R Square	Adjusted R Square	Standard Error of the Estimate
0.583	0.339	0.314	2.485

source: Compiled by the researcher (2026)

Table 5. Coefficient of Determination shows an R Square value of 0.339, indicating that Brand Image, Influencer Marketing, Online Customer Review, and Scarcity Marketing jointly explain 33.9% of the variance in purchase decisions. The remaining 66.1% is attributable to other factors not included in the research model. Furthermore, the Adjusted R Square value of 0.314 indicates that, after adjustment for the number of predictors, the model explains 31.4% of the variance in purchase decisions. The R value of 0.583 suggests a moderate relationship between the independent variables and the dependent variable.

4. Model Feasibility Test (F-Test)

Table 6. F-Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	333.136	4	83.284	13.491	0.000
Residual	648.182	105	6.173		
Total	981.318	109			

Table 6. F-Test Results shows an F value of 13.491 with a significance (Sig.) value of 0.000, which is lower than the significance level of 0.05. These findings indicate that Brand Image, Influencer Marketing, Online Customer Review, and Scarcity Marketing simultaneously have a significant effect on purchase decisions. Therefore, the regression model is statistically significant and suitable for further analysis.

5. Hypothesis Testing (t-Test)

Table 7. t-Test Results

Variables	t-value	t-table	Sig.	Decision
(Constant)	2.270	1.9845	0.025	–
Brand Image	2.437	1.9845	0.017	H_a Accepted
Influencer Marketing	0.050	1.9845	0.960	H_a Rejected
Online Customer Review	3.942	1.9845	0.000	H_a Accepted
Scarcity Marketing	0.372	1.9845	0.711	H_a Rejected

source: Compiled by the researcher (2026)

Table 7. t-Test Results shows that Brand Image ($t = 2.437$, $p = 0.017$) and Online Customer Review ($t = 3.942$, $p < 0.001$) have a significant positive effect on purchase decisions, as their significance values are below 0.05. In contrast, Influencer Marketing ($t = 0.050$, $p = 0.960$) and Scarcity Marketing ($t = 0.372$, $p = 0.711$) do not have a significant effect on purchase decisions because their significance values exceed 0.05. Therefore, the hypotheses for Brand Image and Online Customer Review are accepted, whereas the hypotheses for Influencer Marketing and Scarcity Marketing are rejected.

DISCUSSION

The findings demonstrate that the proposed regression model is statistically significant in explaining consumers' purchase decisions regarding Skintific products on TikTok. Simultaneously, brand image, influencer marketing, online customer review, and scarcity marketing significantly explain purchase decisions, indicating that these variables collectively represent an important framework for understanding consumer behavior in social commerce. Nevertheless, the coefficient of determination ($R^2 = 0.339$) indicates that the model explains only 33.9% of the variance in purchase decisions, suggesting that a substantial proportion of consumer behavior remains influenced by other factors beyond the scope of this study.

Among the independent variables, brand image was found to have a positive and statistically significant influence on purchase decisions. This finding indicates that consumers are more likely to purchase Skintific products when they perceive the brand as trustworthy, distinctive, and capable of delivering the promised product benefits. Rather than relying solely on promotional activities, respondents appeared to evaluate the overall reputation and credibility of the brand before making purchasing decisions. Considering that skincare products are directly associated with consumers' health and appearance, a positive brand image reduces perceived risk while strengthening confidence in product quality. This finding suggests that consumers place considerable emphasis on long-term brand credibility rather than temporary promotional exposure.

The significant role of brand image also reflects the characteristics of digital consumers who are continuously exposed to abundant product information through social media. Under such circumstances, consumers tend to select brands that have consistently established positive perceptions through product performance, visual identity, and consumer satisfaction. A favorable brand image therefore functions not only as a marketing asset but also as an informational cue that simplifies consumers' evaluation processes in highly competitive digital marketplaces. Consequently, strengthening brand image remains a fundamental strategy for increasing consumers' willingness to purchase skincare products marketed through TikTok.

The present finding supports previous studies reporting that brand image significantly influences purchasing decisions within the cosmetic and skincare industry. Ariany and Wangdra (2025), Imbayani et al. (2025), and Yaqin et al. (2025) similarly concluded that consumers tend to prefer brands possessing favorable reputations because positive brand perceptions enhance confidence and reduce uncertainty during purchasing decisions. Therefore, the current study reinforces the argument that brand image continues to be one of the primary determinants of consumer purchasing behavior in social commerce environments.

In contrast, influencer marketing was found to have a positive but statistically insignificant effect on purchase decisions. Although influencer-generated content successfully attracts consumer attention and improves product visibility, the findings indicate that such promotional activities alone are insufficient to directly encourage purchasing decisions. This suggests that consumers have become increasingly selective when evaluating

influencer recommendations and no longer rely exclusively on promotional messages before purchasing skincare products. Instead, they appear to verify information through multiple sources before making purchasing decisions.

The insignificant influence of influencer marketing reflects the increasing maturity of digital consumers within Indonesia's beauty market. As skincare knowledge becomes more accessible, consumers are better able to evaluate product ingredients, scientific claims, and actual user experiences independently. Consequently, influencer endorsements may generate initial awareness, yet they do not necessarily translate into purchasing decisions unless supported by convincing evidence regarding product effectiveness and credibility. This finding indicates that persuasive communication delivered by influencers is becoming less influential than authentic product information shared by consumers themselves.

The present finding is consistent with Yanti and Lu (2024) as well as Setiawan et al. (2025), who reported that influencer marketing does not directly influence purchase decisions because consumers frequently require additional psychological or informational factors before completing transactions. These findings extend previous literature by demonstrating that influencer marketing may function primarily as a communication tool for increasing product exposure rather than as the principal determinant of purchasing decisions within the skincare industry.

Unlike influencer marketing, online customer review emerged as the strongest predictor of purchase decisions among all independent variables examined in this study. Consumers demonstrated a strong tendency to rely on reviews provided by previous buyers before purchasing Skintific products through TikTok. Positive reviews reduce uncertainty, strengthen trust, and provide practical information regarding product quality, effectiveness, and user satisfaction that cannot always be obtained from promotional content. Consequently, online customer reviews serve as a highly credible information source during consumers' evaluation processes.

The dominant influence of online customer reviews also reflects the growing importance of electronic word-of-mouth within social commerce. Consumers increasingly consider experiences shared by fellow users more trustworthy than company-generated promotional messages because customer reviews originate from actual product usage rather than commercial intentions. This finding indicates that purchasing decisions for skincare

products are strongly influenced by perceived information credibility rather than promotional intensity alone.

These findings corroborate previous studies conducted by Toji (2024) and Manurung (2024), both of which concluded that online customer reviews significantly increase consumers' purchasing decisions by improving trust and reducing perceived purchasing risks. Accordingly, the present study further confirms that customer-generated content has become one of the most influential components of digital marketing communication within contemporary social commerce platforms.

In contrast to brand image and online customer review, scarcity marketing demonstrated a positive but statistically insignificant effect on purchase decisions. Although scarcity-based promotional strategies, such as limited stock and limited-time offers, are theoretically capable of creating urgency, the findings indicate that these strategies alone were insufficient to encourage respondents to purchase Skintific products through TikTok. This result suggests that consumers did not immediately respond to scarcity cues but instead continued to evaluate product quality, credibility, and suitability before making purchasing decisions. Therefore, urgency generated through promotional campaigns appears to play a complementary rather than dominant role in shaping consumer behavior.

One possible explanation is that skincare products represent high-involvement purchases because consumers are concerned about product safety, compatibility with their skin conditions, and long-term effectiveness. Consequently, respondents tended to prioritize reliable information over promotional pressure. Scarcity-based promotions may successfully increase consumers' attention, yet they are unlikely to produce purchasing decisions unless supported by convincing evidence regarding product performance and consumer satisfaction. This finding demonstrates that consumers behave rationally by balancing promotional attractiveness with careful product evaluation before completing transactions.

The insignificant effect of scarcity marketing is consistent with the findings of Didit (2025) and Sriwidari (2025), who reported that scarcity strategies do not always directly influence purchase decisions in digital marketing contexts. Likewise, Song and Choi (2021) argued that consumers may perceive scarcity campaigns as routine marketing tactics rather than genuine indicators of product value, thereby reducing their persuasive effectiveness. The consistency between the present findings and previous studies suggests that scarcity

marketing is context-dependent and may require support from other marketing variables to generate stronger behavioral responses.

Overall, the findings indicate that consumers purchasing skincare products through TikTok tend to rely more heavily on credible information than on persuasive promotional stimuli. Brand image and online customer reviews function as reliable informational cues that reduce uncertainty and strengthen purchasing confidence, whereas influencer marketing and scarcity marketing primarily increase consumer awareness without necessarily translating into actual purchasing behavior. This pattern reflects the growing sophistication of digital consumers, who increasingly evaluate product credibility through multiple information sources before making purchasing decisions.

From a theoretical perspective, this study extends the application of the Stimulus–Response (S–R) Theory within the context of social commerce. The findings demonstrate that not all marketing stimuli generate equivalent consumer responses. Informational stimuli characterized by credibility and trustworthiness, such as brand image and online customer reviews, produce stronger behavioral responses than promotional stimuli emphasizing urgency or influencer endorsement. These findings enrich the existing literature by suggesting that the effectiveness of marketing stimuli depends largely on consumers' perceptions of information quality and credibility rather than promotional intensity alone.

This study also contributes to digital marketing literature by integrating brand image, influencer marketing, online customer review, and scarcity marketing into a single empirical model for explaining purchase decisions regarding skincare products on TikTok. Previous studies generally examined these variables separately or focused on different product categories. By simultaneously evaluating informational, relational, and psychological marketing stimuli, the present study provides a more comprehensive understanding of consumer decision-making within social commerce environments.

The practical implications are equally important for companies operating within the beauty industry. First, strengthening brand image should remain a strategic priority because positive brand perceptions significantly increase consumers' confidence in purchasing skincare products. Companies should therefore maintain consistent brand communication, reinforce product quality, and develop distinctive visual identities capable of differentiating their products from competitors. Second, businesses should actively encourage consumers to provide authentic, detailed, and informative online reviews because user-generated

content has been shown to substantially influence purchasing decisions. Managing customer reviews effectively may therefore produce greater marketing benefits than increasing promotional intensity alone.

The findings further suggest that companies should reconsider the role of influencer marketing within their promotional strategies. Rather than relying exclusively on influencers with large audiences, businesses may achieve greater effectiveness by collaborating with credible content creators capable of delivering educational, transparent, and evidence-based product information. Likewise, scarcity marketing should be implemented cautiously and integrated with other value-oriented marketing approaches. Promotional messages emphasizing limited stock or limited-time offers should be accompanied by clear information regarding product benefits to prevent consumers from perceiving scarcity campaigns as merely persuasive marketing tactics.

Despite these contributions, several limitations should be acknowledged. First, the research model explained only 33.9% of the variation in purchase decisions, indicating that many influential factors, such as price perception, product quality, brand trust, promotion, and electronic word-of-mouth, were not included in the present model. Second, the study involved only university students who had purchased Skintific products through TikTok, limiting the generalizability of the findings to broader consumer populations. Third, data were collected using self-reported questionnaires, making the results dependent on respondents' subjective perceptions and experiences. Future studies are therefore encouraged to incorporate additional explanatory variables, involve more diverse respondent groups, and examine different social commerce platforms or skincare brands to improve the robustness and generalizability of research findings.

CONCLUSION

This study investigated the effects of brand image, influencer marketing, online customer review, and scarcity marketing on consumers' purchase decisions regarding Skintific products on TikTok. The findings reveal that brand image and online customer review significantly influence purchase decisions, whereas influencer marketing and scarcity marketing do not have significant effects. These results indicate that consumers place greater emphasis on brand credibility and authentic customer experiences than on promotional strategies when purchasing skincare products through social commerce.

The study contributes to digital marketing literature by demonstrating that informational factors play a more substantial role than promotional stimuli in shaping purchase decisions on TikTok. By integrating four marketing variables into a single model, this research provides a broader understanding of consumer behavior within the social commerce context while offering practical insights for skincare companies in developing more effective marketing strategies.

Practically, companies are encouraged to strengthen brand image, maintain product quality, and increase the availability of credible online customer reviews to enhance consumer confidence and purchase decisions. Future research is recommended to incorporate additional variables, such as product quality, brand trust, price perception, and electronic word-of-mouth, while involving more diverse respondents and broader research settings to improve the explanatory power and generalizability of the findings.

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