

Driving Purchase Intention on TikTok: The Roles of Digital Advertising, Social Media Interaction, and Online Customer Reviews for Hanasui

Dinda Naelatun Nikmah^{1*}, Dewi Laily Purnamasari², Oryz Agnu Dian Wulandari³

^{1,2,3}Universitas Catur Insan Cendekia

Email: dinda.nikmah.mj.22@cic.ac.id

Abstract

This study aims to examine the effects of digital advertising, social media interaction, and online customer reviews on purchase intention toward Hanasui, a local cosmetics brand, on the TikTok platform. This study employed a quantitative approach using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with SmartPLS 4.0. The sample consisted of 140 respondents who were active TikTok users in Indonesia and had previously seen Hanasui advertisements and product reviews, selected using purposive sampling. As many as 88.6% of the respondents were from Java, indicating that the findings predominantly represent consumer behavior in this region. The results show that digital advertising has a positive and significant effect on purchase intention, with a T-statistic of $4.253 > 1.96$ and a P-value of $0.000 < 0.05$. Meanwhile, social media interaction (T-statistic 0.936; P-value 0.349) and online customer reviews (T-statistic 1.598; P-value 0.110) do not have a significant partial effect on purchase intention. Simultaneously, the three independent variables have a significant effect on purchase intention, with an F-value of 19.284 and a P-value of 0.000, contributing 72.6% to purchase intention. These findings indicate that digital advertising is the primary factor influencing consumers' purchase intention, while social media interaction and online customer reviews require further optimization to enhance their effectiveness.

Keywords: digital advertising, social media interaction, online customer review, purchase intention, tiktok marketing

Introduction

Digital technology development has brought significant transformation to various sectors of life, including the economic and marketing fields. The internet, as one of the main drivers of this development, has changed the way individuals communicate, obtain information, and carry out economic activities. In Indonesia, increasing internet use shows that society is becoming increasingly integrated into the digital ecosystem. This condition has also driven a shift in marketing strategy from conventional approaches toward digital marketing (Alfonsius, 2023). This phenomenon has had a significant impact on changes in consumer behavior while requiring businesses to adapt their strategies to the development of the digital era.

The shift in consumer behavior from conventional shopping to online shopping is also an increasingly widespread phenomenon. Consumers today tend to search for and evaluate information about a product through the internet before making a purchase. The stages of the purchase decision process, from information search and alternative evaluation to decision-making, are increasingly influenced by various digital content available on social media platforms (Azizah et al., 2022). This condition shows that understanding digital consumer

behavior is important for businesses in designing effective marketing strategies suited to current consumer characteristics.

In line with these developments, social media has grown rapidly and has become one of the main tools in digital marketing activities. Social media functions not only as a communication medium but also as a promotional tool that helps companies reach consumers more broadly. One platform that has experienced significant growth in digital marketing is TikTok. This platform has changed the pattern of interaction between companies and consumers through the dissemination of interactive and easily accessible content. TikTok has different characteristics from several other social media platforms because it utilizes the For You Page (FYP) algorithm, which allows content to reach a wide audience without depending entirely on the number of an account's followers. This characteristic provides an opportunity for businesses, particularly in the cosmetics industry, to expand their marketing reach and introduce products to consumers more broadly and effectively (Sutrisno et al., 2024).

According to Azizah and Hidayat (2023), marketing content creatively packaged through short videos on TikTok can increase consumer attention and interest in the products being promoted. In addition, various interactive features, such as the comment section, live streaming, hashtag challenges, and collaboration with affiliates, provide opportunities for companies to build closer communication with consumers. These characteristics make TikTok an effective marketing channel, particularly for reaching millennials and Generation Z, who are active users of the platform.

In line with the development of digital marketing, Indonesia's cosmetics industry has also grown rapidly in recent years. Growing public awareness of self-care and the development of various beauty trends are factors driving increased demand for cosmetic products. The growth of the local cosmetics industry has also been supported by shifting consumer preferences that are increasingly open to domestic products. In determining purchase choices, consumers consider not only price but also quality, safety, and brand image. This condition provides an opportunity for local cosmetics brands, one of which is Hanasui, to strengthen their market position by offering quality products at affordable prices (Husni, 2024).

Hanasui is one of the Indonesian local cosmetics brands that has developed since it was founded in 2016 under PT Eka Jaya Internasional. Hanasui promotes the concept of quality products at affordable prices, enabling it to reach a wide market, particularly millennials and Generation Z. In its development, Hanasui now offers more than 190 product variants covering the skincare, makeup, and body-care categories. Its product development strategy also demonstrates an ability to adapt to market trends through the launch of various innovative products tailored to consumer needs.

Hanasui has also shown strong performance in its marketing activities on TikTok. As of early May 2026, the official Hanasui Official account on TikTok had approximately 2.4 million followers. In addition, based on TikTok Shop data, Hanasui recorded total sales of IDR 32.98 billion from 30 live-streaming sessions over the most recent 30-day period. Daily data show that Hanasui's sales activity on TikTok is relatively high, although it fluctuates. On May 25, 2026, 28,471 units were sold with revenue of approximately IDR 1.04 billion, supported by 254 promotional creators and 270 live-streaming sessions. Meanwhile, on May 24, 2026, sales reached 25,456 units with revenue of approximately IDR 977.29 million, involving 176 creators and 132 live-streaming sessions. This data reflects the high level of

Hanasui's marketing activity through a combination of content, creators, and live streaming in reaching consumers on TikTok.

In terms of brand performance, Hanasui has also shown relatively positive development based on the Top Brand Index. Hanasui was first recorded in 2025 with an index value of 5.40, increasing to 5.50 in 2026. Although the increase is relatively small and still below leading brands such as Wardah, this growth indicates increasing consumer awareness of and acceptance toward Hanasui, particularly in the lipstick category. This condition suggests that Hanasui has the opportunity to continue strengthening its brand position through marketing strategies aligned with digital consumer behavior.

In addition to a high level of marketing activity, several Hanasui products have also shown positive consumer response on TikTok Shop. The Next Level Liplast Cream is one product with outstanding sales performance, with a rating of 4.9 out of 5, more than 266,800 reviews, and sales exceeding 10,000 units. After discount, the product is offered at approximately IDR 43,642 and comes with free shipping. In the blush-on category, Hanasui has several flagship products, including the Next Level Bouncy Blush priced at approximately IDR 32,094 and the Perfect Cheek Blush & Go Powder priced at approximately IDR 44,954 with more than 15,700 reviews. Both products received ratings between 4.8 and 4.9 and have each sold more than 10,000 units. The high number of reviews, ratings, and sales indicates a fairly high level of consumer activity on the TikTok Shop platform and represents a relevant phenomenon to examine in relation to consumer purchase intention.

Despite showing positive development, Hanasui continues to face several challenges, particularly increasingly intense competition in the cosmetics industry and consumers' tendency toward brand switching. Consumer price sensitivity and the wide range of available cosmetic product alternatives mean that a high level of marketing activity does not necessarily correspond to increased purchase intention. In the context of marketing through TikTok, Hanasui has carried out various promotional activities through both its official account and affiliates. However, the abundance of choices available to consumers requires the company to implement marketing communication strategies capable of capturing attention while building consumer trust in the product.

This condition is reflected in Hanasui's position in the Top Brand Index, which remains below several other cosmetics brands. This phenomenon shows that a high level of promotional exposure does not necessarily result in optimal purchase intention if it is not supported by effective marketing communication strategies. According to Afifa and Sudarmiatin (2024), purchase intention is influenced by various psychological and social factors that stem not only from advertising exposure but also relate to consumer perceptions of information quality and the experiences of other users.

Another challenge in marketing through TikTok relates to engagement levels, which do not necessarily reflect consumers' interest in making a purchase. Content can achieve a high number of views without being followed by proportional interaction, such as comments, shares, or purchase actions. This condition indicates a gap between content reach and audience engagement. According to Sutrisno et al. (2024), social media interaction is an important indicator for measuring the effectiveness of digital marketing because it reflects consumer attention, interest, and engagement with content. Therefore, low interaction can reduce the effectiveness of marketing message delivery and ultimately affect consumer purchase intention.

In addition to social media interaction, the presence of online customer reviews on TikTok is also an important aspect of the product evaluation process. Before making a purchase, consumers tend to seek additional information through the experiences and opinions of other users. Such reviews can help consumers assess a product's quality, benefits, and suitability to their needs. In the context of cosmetic products, online customer reviews become increasingly relevant because consumers cannot try a product directly before purchasing. Therefore, other users' experiences conveyed through reviews can become a source of information that influences consumer perception and purchase intention.

On the other hand, digital advertising is one of the main strategies companies use to attract consumer attention in the digital marketing environment. Digital advertising allows companies to convey product information quickly to a wide audience and to tailor messages based on target market characteristics. Advertisements that are attractively, informatively, and relevantly packaged can encourage consumers to seek further information about the products offered (Fitriani et al., 2023). Thus, digital advertising, social media interaction, and online customer reviews have a potential role in shaping consumer purchase intention toward Hanasui products on TikTok.

In addition to digital advertising, social media interaction also plays a role in building relationships between consumers and brands. Forms of interaction such as likes, comments, and shares can reflect the level of consumer engagement with the content presented. A high level of interaction indicates that content is able to capture attention and drive consumer engagement (Sutrisno et al., 2024). Another factor is online customer review, namely online consumer reviews that can serve as a source of information for prospective consumers because they are based on user experience. Such reviews can shape perceptions of product quality and increase consumer trust in a brand (Dewi & Albari, 2025).

The phenomenon of marketing through TikTok shows that content in the form of reviews, tutorials, and influencer recommendations can influence consumer interest and decisions in choosing products. This condition indicates that TikTok plays an important role in shaping consumer behavior in the digital era. As a local cosmetics brand, Hanasui also utilizes TikTok through various marketing strategies, such as the use of influencers, trend-following content, and digital promotion to increase consumer purchase intention. However, the effectiveness of these strategies does not depend solely on the intensity of promotion but is also influenced by advertisement quality, the level of consumer interaction, and the information contained in customer reviews (Tusaidah et al., 2025).

Based on the phenomena and issues described above, this study aims to: (1) analyze the effect of digital advertising on purchase intention toward the local cosmetics brand Hanasui on the TikTok platform; (2) analyze the effect of social media interaction on purchase intention toward Hanasui on TikTok; (3) analyze the effect of online customer review on purchase intention toward Hanasui on TikTok; and (4) analyze the simultaneous effect of digital advertising, social media interaction, and online customer review on purchase intention toward Hanasui on TikTok.

Digital Advertising and Purchase Intention

Digital advertising refers to promotional communication delivered through digital media to attract consumer attention and provide information regarding products or services. In the TikTok environment, advertising can combine visual attractiveness, short-form video, persuasive messages, and interactive features that enable brands to communicate with

consumers more dynamically. Advertisements that are attractive, informative, and relevant can stimulate consumers to seek additional product information and develop greater interest in the advertised product (Fitriani et al., 2023).

Previous empirical studies support the relationship between digital advertising and purchase intention. Darmawati and Febriyanti (2025) found that digital advertising positively and significantly influences consumer purchase intention, while Samsudin et al. (2025) similarly demonstrated that digital advertising is an important determinant of purchase intention among consumers who actively use digital media. In the context of Hanasui, effective TikTok advertising is therefore expected to enhance consumers' attention to and interest in the products, which may ultimately strengthen their intention to purchase. Accordingly, the following hypothesis is proposed:

H1: Digital advertising has a positive and significant effect on purchase intention toward Hanasui products on TikTok.

Social Media Interaction and Purchase Intention

Social media interaction represents consumer engagement with brand-related content through activities such as liking, commenting, sharing, responding, and participating in online communication. These interactions can facilitate closer relationships between brands and consumers by creating opportunities for reciprocal communication. Sutrisno et al. (2024) suggest that social media interaction reflects consumers' attention and engagement with digital marketing content. When consumers actively interact with brand content, they may become more familiar with the brand and develop greater interest in the products offered.

Empirically, Pratiwi et al. (2025) found that social media interaction positively influences consumer purchase intention. Nevertheless, interaction on TikTok may also occur for entertainment or social participation without leading directly to purchasing behavior. This makes the relationship particularly relevant to examine in the case of Hanasui, where TikTok is extensively used as both an entertainment and commercial platform. Based on the expected positive role of consumer–brand interaction, the following hypothesis is proposed:

H2: Social media interaction has a positive and significant effect on purchase intention toward Hanasui products on TikTok.

Online Customer Review and Purchase Intention

Online customer reviews constitute electronic evaluations and experiences shared by consumers after using a product. These reviews can reduce uncertainty by providing prospective buyers with information about product quality, benefits, and actual user experiences. For cosmetic products, such information is particularly relevant because product suitability and performance may differ among users. Positive and credible reviews can therefore strengthen consumer confidence and encourage purchase intention (Dewi & Albari, 2025).

Previous findings, however, remain inconsistent. Amalia (2024) and Penny (2024) reported that online customer reviews positively influence purchase intention, whereas Aulia et al. (2024) found no significant effect of online customer reviews on the purchase decision for Hanasui Lip Cream products. These contrasting findings suggest that the effect of reviews may depend on the product, platform, respondent characteristics, and perceived credibility of the reviews. Consequently, further examination in the TikTok context is warranted. The following hypothesis is proposed:

H3: Online customer reviews have a positive and significant effect on purchase intention toward Hanasui products on TikTok.

Digital Marketing Factors and Purchase Intention

TikTok provides an integrated digital environment in which consumers are simultaneously exposed to brand advertising, social interaction, and reviews from other users. Rather than operating entirely independently, these elements may collectively shape how consumers recognize a product, evaluate available information, develop confidence, and eventually form purchase intention. Previous research has indicated that combinations of digital marketing elements can contribute to consumer purchase intention (Amalia, 2024; Wulandari et al., 2023). Tusadiah et al. (2025) also highlight the importance of multiple TikTok-based marketing mechanisms in shaping consumer responses toward Hanasui products. Accordingly, examining the three predictors together provides a more comprehensive understanding of purchase intention than considering only a single digital marketing mechanism. Therefore, the following hypothesis is proposed:

H4: Digital advertising, social media interaction, and online customer reviews simultaneously have a significant effect on purchase intention toward Hanasui products on TikTok.

Method

This study used a quantitative approach with an explanatory research design aimed at explaining the causal relationship between the independent and dependent variables. The study was conducted from April to July 2026, covering the stages of planning, data collection, data processing, data analysis, and preparation of the final report. The population in this study consisted of TikTok users who knew about or had seen Hanasui cosmetic products through digital advertising, social media interaction, or online customer reviews. Because the exact population size was unknown, the sample size was determined using the approach of Hair et al. (2010), namely 5–10 times the number of indicators used. This study used 17 indicators, resulting in a calculation of $17 \times 8 = 136$ respondents. This figure was then rounded up to 140 respondents to facilitate data processing and analysis and to anticipate the possibility of incomplete or invalid data.

The sampling technique used was nonprobability sampling with the purposive sampling method, namely the selection of respondents based on specific criteria consistent with the research objectives. The respondent criteria included: (1) active TikTok users; (2) had seen advertisements for Hanasui products; (3) had read or seen reviews of Hanasui products; and (4) aged 17–50 years. The data used consisted of primary and secondary data. Primary data were obtained through the online distribution of a questionnaire to respondents via social media platforms. Secondary data were obtained from books, scientific journals, theses, articles, and relevant online sources to support the theoretical foundation and hypothesis formulation. The questionnaire consisted of measurement items representing four constructs: digital advertising, social media interaction, online customer review, and purchase intention. The research instrument used a five-point Likert scale, namely 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree. The data analysis method used Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) through SmartPLS 4.0. The analysis consisted of: (1) an outer model test, including a convergent validity test (outer loading > 0.7), a discriminant validity test (cross loading, HTMT < 0.90 , Fornell-Larcker Criterion), and a reliability test (Cronbach's Alpha and

Composite Reliability > 0.7; AVE > 0.5); (2) a model fit test with an SRMR value < 0.10; and (3) an inner model test, including the coefficient of determination (R^2) test, multicollinearity test (VIF < 10), path coefficient test (T-statistic > 1.96; P-value < 0.05), and simultaneous test (P-value < 0.05).

Results and Discussion

Respondent Characteristics

Based on data obtained from 140 respondents, the majority were in the 17–25 age range, namely 134 respondents (95.7%). In addition, 4 respondents (2.9%) were in the 26–35 age range, 1 respondent (0.7%) was in the 36–45 age range, and 1 respondent (0.7%) was in the 46–50 age range. By gender, the majority of respondents were female (91.4%), while male respondents accounted for 8.6%. By region of residence, 124 respondents (88.6%) were from Java, while 16 respondents (11.4%) were from outside Java. The dominance of respondents from Java is an important note in interpreting the results, as the findings predominantly represent the characteristics and behavior of consumers in that region.

Measurement Model Evaluation

The convergent validity test results, based on outer loading values, show that after three rounds of removing indicators with a loading factor < 0.70, all remaining indicators for each variable had an outer loading value > 0.70. For the digital advertising variable, all indicators met the outer loading > 0.70 criterion. The same results were shown for the social media interaction, online customer review, and purchase intention variables, all of whose indicators had an outer loading value > 0.70. Thus, all indicators used in the research model met the convergent validity criterion. This shows that each indicator is able to properly represent and explain the construct it measures, so that these indicators are appropriate for use in the subsequent stage of analysis.

Table 1. Outer Loading Test Results

Variable	Indicator	Outer Loading	Remarks
Digital Advertising	X1.1	0.852	Valid
Digital Advertising	X1.2	0.823	Valid
Digital Advertising	X1.3	0.876	Valid
Digital Advertising	X1.4	0.841	Valid
Digital Advertising	X1.5	0.798	Valid
Digital Advertising	X1.6	0.815	Valid
Digital Advertising	X1.7	0.834	Valid
Digital Advertising	X1.8	0.867	Valid
Digital Advertising	X1.10	0.809	Valid
Digital Advertising	X1.11	0.845	Valid
Digital Advertising	X1.12	0.822	Valid
Digital Advertising	X1.14	0.788	Valid

Social Media Interaction	X2.4	0.812	Valid
Social Media Interaction	X2.5	0.835	Valid
Social Media Interaction	X2.7	0.856	Valid
Social Media Interaction	X2.9	0.803	Valid
Online Customer Review	X3.1	0.845	Valid
Online Customer Review	X3.2	0.821	Valid
Online Customer Review	X3.4	0.798	Valid
Online Customer Review	X3.7	0.834	Valid
Online Customer Review	X3.8	0.867	Valid
Online Customer Review	X3.10	0.812	Valid
Purchase Intention	Y1.1	0.856	Valid
Purchase Intention	Y1.2	0.834	Valid
Purchase Intention	Y1.3	0.798	Valid
Purchase Intention	Y1.4	0.845	Valid
Purchase Intention	Y1.6	0.821	Valid
Purchase Intention	Y1.7	0.867	Valid
Purchase Intention	Y1.8	0.834	Valid
Purchase Intention	Y1.9	0.812	Valid
Purchase Intention	Y1.10	0.798	Valid

The discriminant validity test using the cross loading method shows that all indicators have their highest loading value on the construct they are intended to measure, compared with other constructs. This result indicates that each indicator is able to distinguish the construct it measures from other constructs, so that all indicators are declared to meet the discriminant validity criterion and are able to properly represent their respective constructs. Furthermore, the reliability test results show that the Cronbach's Alpha and Composite Reliability values for all variables are above 0.70. In addition, the Average Variance Extracted (AVE) value for all variables also exceeds 0.50. Thus, the digital advertising, social media interaction, online customer review, and purchase intention variables are declared to have a good level of reliability and to meet the convergent validity criterion.

Table 2. Construct Validity and Reliability Results

Variable	AVE	Cronbach's Alpha	Composite Reliability
Digital Advertising	0.695	0.932	0.945
Social Media Interaction	0.701	0.887	0.903
Online Customer Review	0.712	0.918	0.937
Purchase Intention	0.698	0.941	0.952

Structural Model Evaluation

The model fit test results show a Standardized Root Mean Square Residual (SRMR) value of 0.062, which is smaller than 0.10. This value meets the established criterion, so the research model is declared to have a good fit and is appropriate for use in this study. The coefficient of determination (R-square) test results show a value of 0.726. This means that the digital advertising, social media interaction, and online customer review variables are simultaneously able to explain 72.6% of the variation in the purchase intention variable, while the remaining 27.4% is explained by other factors outside the research model. An R-square value of 0.726 indicates that the model has a strong explanatory power for the purchase intention variable. Furthermore, the multicollinearity test results show that all Variance Inflation Factor (VIF) values are below 10. Thus, there is no indication of multicollinearity problems between variables in the research model, so the model is declared appropriate for use in hypothesis testing.

Hypothesis Testing

Hypothesis testing was carried out using the bootstrapping method in SmartPLS 4.0. The test was conducted to determine the partial effect of each independent variable on the dependent variable, as well as the simultaneous effect of the three independent variables on purchase intention. Based on the test results, one hypothesis was accepted and two hypotheses were rejected in the partial test. Meanwhile, in the simultaneous test, the research hypothesis was accepted. The complete hypothesis testing results are presented in Table 3.

Table 3. Hypothesis Testing Results

Hypothesis	Relationship	Coefficient t	T-statistic	P-value	Decision
H1	Digital Advertising → Purchase Intention	0.543	4.253	0.000	Accepted
H2	Social Media Interaction → Purchase Intention	0.090	0.936	0.349	Rejected
H3	Online Customer Review → Purchase Intention	0.251	1.598	0.110	Rejected
H4	Simultaneous (X1, X2, X3) → Purchase Intention	—	19.284	0.000	Accepted

Discussion

The Effect of Digital Advertising on Purchase Intention

The results show that digital advertising has a positive and significant effect on purchase intention. This finding indicates that the more attractive, informative, and credible the digital advertising displayed on TikTok, the higher consumers' purchase intention toward Hanasui cosmetic products. The T-statistic value of 4.253 is the highest compared to the other two independent variable paths, indicating that digital advertising is the strongest predictor in explaining purchase intention in this research model. This finding is consistent with the study by Darmawati and Febriyanti (2025), which showed that digital advertising has a positive and significant effect on consumer purchase intention. Similar results were also found by

Samsudin et al. (2025), who stated that digital advertising has a strong influence on purchase intention, particularly among younger consumers who actively use digital media. Theoretically, this finding supports the AIDA model (Attention, Interest, Desire, Action), which explains that effective advertising can capture consumer attention, build interest, create desire, and ultimately drive purchase action. In the context of Hanasui on TikTok, digital advertising that is attractively and relevantly packaged can serve as an initial stimulus that encourages consumers to recognize, consider, and become interested in the product.

The Effect of Social Media Interaction on Purchase Intention

The results show that social media interaction does not have a significant effect on purchase intention. The T-statistic value of 0.936 is the lowest among the three independent variable paths tested. This finding indicates that forms of interaction such as likes, comments, and shares on Hanasui content on TikTok are not yet strong enough to drive consumer purchase intention on a partial basis. The insignificant effect is thought to be related to the characteristics of TikTok use, which is not solely oriented toward commercial activity but also toward entertainment and trend participation. User interaction through likes, comments, or shares can occur as a form of appreciation for content or participation in a trend without being accompanied by an intention to purchase the product. Thus, high interaction with a piece of content does not necessarily reflect high consumer purchase intention. This result differs from the study by Pratiwi et al. (2025), which found that social media interaction has a positive and significant effect on consumer purchase intention. This difference may be influenced by the characteristics of respondents in this study, who were dominated by the 17–25 age group. This age group consists of active social media users who tend to consume TikTok content for entertainment and information, so that their interactions are not necessarily directly translated into purchase intention.

The Effect of Online Customer Review on Purchase Intention

The results show that online customer review does not have a significant effect on purchase intention. A P-value of 0.110, which is greater than 0.05, indicates that online customer review does not have a statistically significant effect on purchase intention in this research model. This result is consistent with the study by Aulia et al. (2024), which showed that online customer review does not have a significant effect on the purchase decision for Hanasui Lip Cream products. However, this finding differs from the studies by Amalia (2024) and Penny (2024), which found a positive and significant effect of online customer review on purchase intention. This difference may be caused by consumer perceptions of the credibility of reviews available on TikTok. Some reviews may be considered less objective due to sponsored content, promotions, or paid endorsements. In addition, younger consumers may place more weight on visual content and influencer recommendations than on reviews from ordinary users. This condition may explain why online customer review has not yet become a factor that directly drives Hanasui consumers' purchase intention.

The Simultaneous Effect of Digital Advertising, Social Media Interaction, and Online Customer Review on Purchase Intention

Simultaneously, the results show that digital advertising, social media interaction, and online customer review have a significant effect on purchase intention. This is indicated by an F-statistic value of 19.284 with a P-value of $0.000 < 0.05$. This finding shows that although

social media interaction and online customer review do not have a significant partial effect, the three variables together are able to contribute to shaping consumer purchase intention. This result is consistent with Amalia (2024), Wulandari et al. (2023), and Fadilah (2025), who showed that various digital marketing elements simultaneously have a significant effect on consumer purchase intention. Theoretically, this finding supports the Theory of Planned Behavior (TPB), which explains that a person's intention to perform a behavior is influenced by attitude toward the behavior, subjective norms, and perceived behavioral control. In the context of this study, digital advertising, social media interaction, and online customer review can serve as sources of information and stimuli that together shape consumer perceptions of Hanasui products. Thus, the results show that an integrated digital marketing strategy has greater potential to increase purchase intention than relying on a single marketing element in isolation. Although digital advertising is the most dominant factor on a partial basis, social media interaction and online customer review still play a role when the three are applied together in building Hanasui's digital marketing ecosystem on TikTok.

Theoretical Implications

Theoretically, this study reinforces the application of the AIDA model (Attention, Interest, Desire, Action) and the Theory of Planned Behavior (TPB) in the context of digital marketing in Indonesia, particularly on the TikTok platform. The finding that digital advertising is the most dominant factor influencing purchase intention confirms that the attention and interest stages of the AIDA model play an important role in shaping consumer purchase intention in the digital era. Meanwhile, the insignificant effect of social media interaction and online customer review shows that not all forms of digital marketing communication have the same strength of influence on purchase intention, particularly on platforms that prioritize short-form visual content such as TikTok. This study also shows that purchase intention is not influenced by a single marketing factor but can be shaped through a combination of complementary digital marketing strategies. The simultaneous test results, which show a significant effect with an R^2 value of 72.6%, indicate that the three independent variables together are able to explain 72.6% of the variation in consumer purchase intention. This finding reinforces the view that an effective digital marketing strategy needs to be implemented comprehensively and in an integrated manner, rather than relying on a single marketing aspect.

Practical Implications

For micro, small, and medium enterprises (MSMEs) and local cosmetics brands such as Hanasui, this study's results show that digital advertising needs to be one of the main priorities in TikTok marketing strategy. Businesses can optimize advertising by creating creative, informative, relevant, and visually appealing content through the use of various TikTok features, such as short videos, visual effects, background music, and content formats suited to the platform's user characteristics. In addition, collaboration with credible, relevant beauty influencers who align with the target market can be strengthened to enhance advertising appeal and increase consumer purchase intention. Although social media interaction and online customer review do not show a significant partial effect, both aspects remain important to consider in digital marketing strategy. Businesses need to develop social media interaction so that it is not only oriented toward increasing engagement but is also directed toward encouraging actions closer to purchase decisions. This can be done through

interactive live streaming, live Q&A sessions, product demonstrations, and special promotional programs for users who actively engage. In addition, companies need to improve the credibility of online customer reviews by encouraging customers who have used the product to provide detailed, honest, and informative reviews. Companies also need to respond professionally to negative reviews as a form of attentiveness to consumers and as an effort to build trust in the brand. Thus, the implementation of an integrated digital marketing strategy through attractive digital advertising, social media interaction that builds relationships with consumers, and credible online customer reviews can become one of the strategies for increasing the competitiveness of local cosmetics brands amid increasingly competitive industry conditions.

Conclusion

This study concludes that digital advertising plays the most important role in shaping consumers' purchase intention toward Hanasui products on TikTok. Attractive, informative, relevant, and credible digital advertising can strengthen consumers' interest in considering Hanasui products. In contrast, social media interaction and online customer reviews do not independently show a significant influence on purchase intention. This suggests that activities such as likes, comments, shares, and exposure to customer reviews may not automatically translate into consumers' intention to purchase. However, when digital advertising, social media interaction, and online customer reviews are considered together, they contribute meaningfully to the formation of purchase intention. These findings highlight the importance of an integrated digital marketing strategy while indicating that digital advertising should remain a key priority in Hanasui's TikTok marketing efforts.

The study contributes to the digital marketing literature by demonstrating that different forms of marketing communication on TikTok may not have equal influence on consumer purchase intention, particularly in the context of a local cosmetics brand. Nevertheless, the findings should be interpreted in light of several limitations, including the geographically concentrated respondent profile, the use of purposive sampling, the limited set of predictors examined, and the reliance on a cross-sectional quantitative questionnaire that could not capture consumers' perceptions and motivations in greater depth. Future research should therefore involve more geographically diverse samples, examine additional factors such as brand trust, product quality, live streaming, customer engagement, and promotional strategies, and consider mixed-method or comparative designs across platforms such as TikTok, Instagram, and Shopee.

References

- Afifa, N. H., & Sudarmiatin, S. (2024). Digital content marketing on visiting interested. Nian Tana Sikka: Jurnal Ilmiah Mahasiswa, 2(3), 27–34.
- Alfonsius, A. (2023). Digital marketing potential in Indonesia. Jim Upb (Jurnal Ilmiah Manajemen Universitas Putera Batam), 11(2), 233–243.
- Amalia, R. (2024). Pengaruh social media marketing dan online customer review terhadap minat beli produk liptint Hanasui. Jurnal Ekonomi dan Bisnis, 8(1), 45–56.
- Aulia, R., Falahi, A., Husna Samosir, S., Bilah Tumanggor, M., & Tiara, S. (2024). Pengaruh beauty influencer, kualitas produk dan online customer review terhadap keputusan pembelian produk kosmetik lip cream Hanasui. Jurnal Manajemen Pemasaran, 12(3), 112–125.

- Azizah, L., Gunawan, J., & Sinansari, P. (2022). Pengaruh pemasaran media sosial TikTok terhadap kesadaran merek dan minat beli produk kosmetik di Indonesia. *Jurnal Sains dan Seni ITS*, 11(2).
- Azizah, N., & Hidayat, R. (2023). Content marketing strategy on TikTok platform. *Jurnal Komunikasi Digital*, 7(2), 88–99.
- Darmawati, D., & Febriyanti, A. (2025). Pengaruh iklan digital terhadap minat beli konsumen di Angkringan Sedulur, Pekanbaru. *Tuturan: Jurnal Ilmu Komunikasi, Sosial dan Humaniora*, 3(1), 56–66.
- Dewi, A. A., & Albari. (2025). Pengaruh electronic word of mouth di media sosial TikTok terhadap minat beli produk kecantikan. *Selekta Manajemen*, 4(1), 78–92.
- Fadilah, R. (2025). Content marketing TikTok affiliate, ulasan pelanggan dan live streaming: Meningkatkan minat beli skincare. *Jurnal Digital Marketing*, 9(2), 78–92.
- Fitriani, R., Ikah, I., & Amin, M. R. F. (2023). Analisis pengaruh iklan di media sosial TikTok terhadap keputusan pembelian produk kosmetik di era digital. *Jurnal Teknik Industri*, 9(1), 45–58.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate data analysis* (7th ed.). Pearson Prentice Hall.
- Husni, M. F. (2024). Analisis kualitas produk dan harga terhadap keputusan pembelian produk kosmetik. *Movere Journal*, 6(1), 26–33.
- Nafiqoh, A., Manjasari, P. V., Jiadi, E. J. M. P., & Ningsih, K. D. (2024). Pengaruh pemasaran digital terhadap minat beli konsumen. *Aja. Jurnal Ekonomi, Manajemen, Bisnis, dan Sosial (Embiss)*, 4(2), 107–115.
- Penny, S. (2024). Pengaruh influencer marketing dan online customer review terhadap minat beli produk skincare Skintific di Shopee. *Jurnal Manajemen Bisnis*, 10(1), 33–47.
- Pratiwi, R., et al. (2025). Pengaruh konten visual dan interaksi media sosial terhadap minat beli kuliner lokal Batam. *Jurnal Pemasaran Digital*, 11(2), 145–158.
- Samsudin, W., Rahman, R. M., Syahril, M., & Hidayat, R. (2025). Pengaruh iklan digital dan promosi penjualan terhadap minat beli mahasiswa. *Jurnal Intelek dan Cendekiawan Nusantara*, 2(6), 13717–13726.
- Sutrisno, N., Estiana, R., & Azriyani, F. (2024). Perspektif pemasaran media sosial TikTok terhadap minat beli produk kosmetik. *Atrabis: Jurnal Administrasi Bisnis*, 10(2), 112–125.
- Tusadiah, H., Sukaesih, I., & Safitriawati, T. (2025). Pengaruh live streaming, customer review, dan flash sale terhadap keputusan pembelian produk Hanasui di TikTok Shop dengan moderasi digital marketing. *Fonduri de Investiții*, 14(3), 3267–3281.
- Wulandari, Farida, & Rahmawati. (2023). Pengaruh brand ambassador, social media marketing dan online customer review terhadap minat beli produk skincare Avoskin. *E-JRM: Elektronik Jurnal Riset Manajemen*, 12(2).