# The Influence of Viral Marketing and Influencer Marketing on Purchase Intention through a Skincare TikTok Account

**Ali Nur Hakiki[1], Kurniawati Mulyanti[2], Luthpiyah Juliandara[3*], Evi Mafriningsianti[4]**
Faculty of Economics, Universitas Islam 45[1,2,3,4]
Jl. Cut Meutia No. 83 Bekasi 17113, Indonesia
Corresponding Author: luthpiyah@gmail.com[3]
ORCID ID: http://orcid.org/0000-0001-9389-5867[3]

## ARTICLE INFORMATION

## ABSTRACT

Skintific_ID's skincare marketing has utilized viral marketing and influencer marketing strategies through the social media platform TikTok. Despite achieving second place in market share, Skintific_ID continues to face stiff competition from its main competitor, Somethinc. To address this gap, this research focuses on viral marketing and influencer marketing strategies. The purpose of this study is to analyze the effect of viral marketing and influencer marketing on the purchase intention of the @skintific_id TikTok account. The research method used is a quantitative method with a causal associative research design. The sample consisted of 100 respondents selected through purposive sampling. The results showed that viral marketing and influencer marketing together have a significant effect on purchase intention. However, when considered individually, only influencer marketing has a significant effect on purchase intention, while viral marketing has no significant effect. To improve the marketing strategy, Skintific is advised to improve the content on the @skintific_id TikTok account with creative and informative videos and provide updated training to the marketing team on viral and influencer marketing strategies. In addition, they should select influencers that align with the company's vision and expand promotion to other platforms such as Instagram and YouTube.

**Keywords:** Influencer Marketing; Purchase Intention; Skintific; TikTok; Viral Marketing

## INTRODUCTION

In the current digital age, marketing strategies are experiencing a major shift, particularly with the rise of social media as a primary platform for engaging with consumers. TikTok, one of the fastest-growing social media platforms, has garnered significant attention from numerous brands for product promotion, including Skintific (skintific_id), a skincare-focused brand. Skintific has leveraged this platform by employing viral marketing and influencer marketing tactics to capture consumer interest.

According to the 2022 report from Rukmana (2022), Skintific moisturizers occupy the second-largest market share at 9.7%, while their primary competitor, Somethinc, holds the first position with an 11.7% market share. This indicates a gap in the competitive landscape of personal care product humidifiers, particularly in the case of the Skintific brand.

**Table 1.** Introduction of Skincare Products in Indonesia

|  | Brand | Market (%) | Years |
|---|---|---|---|
| 1. | Somethinc | 11.7 | 2018 |
| 2. | Skintific | 9.7 | 2021 |
| 3. | Scarlett | 8.9 | 2017 |
| 4. | Garnier | 7.8 | 1996 |
| 5. | MS Glow | 6.5 | 2016 |

Source: Rukmana (2022)

Table 1 indicates that Skintific is a relatively new brand in comparison to others on the list, such as Somethinc, Scarlett, Garnier, and MS Glow. The relatively short time it took Skintific to achieve second place demonstrates the brand's potential. However, this also indicates the need for more effective marketing strategies to narrow the gap with the market leader. Given that competitors such as Somethinc have already established strong brand recognition and loyalty, Skintific must prioritize increasing brand awareness and engagement through innovative strategies.

According to Liu and Wang (2019), viral marketing is a communication and distribution strategy that leverages customers to share products through electronic media with other potential customers within their social networks and further encourages these recipients to continue sharing the products with additional individuals. In its application, viral marketing is a marketing strategy that utilizes creative and interesting content to encourage the rapid spread of information from one user to another. Content that goes viral has the potential to reach a very wide audience in a short period of time, without requiring large marketing costs. In the context of TikTok, potentially viral content usually takes the form of short videos that are engaging, memorable, and easy to share. Skintific has taken this approach by creating content that is both informative and entertaining, which in turn encourages users to try their products.

Influencer marketing, on the other hand, is a strategy that involves individuals with significant social media influence to promote specific products or services. These influencers typically have a dedicated following and can significantly impact the opinions and purchasing decisions of their audience (Chetioui et al., 2020). Lou & Yuan (2019) and Ramadhany et al. (2024) explain that when customers use or consider buying products within a beauty vlogger's area of expertise, they are more inclined to trust and accept the vlogger's opinions. Skintific has partnered with various TikTok influencers to showcase their products to the influencers' followers, who often share a strong interest in skincare.

Skintific has emerged as one of the most popular moisturizing skincare products in Indonesia. It is formulated in a laboratory in Canada and focuses on improving the skin's outer layer (skin barrier). Skintific's advantage lies in the ceramide content in each of its products, which has attracted the attention of many consumers. Skintific's achievements are proven by the awards it received as "Best Moisturizer" from various platforms and award shows in 2022 (Kompas, 2023).

Despite this, Skintific still faces stiff competition in the market. According to a report from Rukmana (2022), Skintific ranks second with a market share of 9.7%, while its main competitor, Somethinc, leads with a market share of 11.7%. This indicates a gap in the business competition of moisturizing products, especially for the Skintific brand.

To bridge this gap, effective marketing strategies are essential. This research focuses on two key strategies: viral marketing and influencer marketing. Kotler and Armstrong in Irwansyah et al. (2019) define viral marketing as "an online version of word-of-mouth marketing that involves creating marketing messages, emails, or other materials designed to encourage customers to share them with friends". However, pre-survey results revealed an issue with Skintific's viral marketing approach. Many respondents found the content on the @skintific_id TikTok account to be less entertaining, highlighting the need for improvements in content creation and marketing strategies on their social media platforms. In terms of influencer marketing, Skintific collaborates with Tasya Farasya, a well-known Indonesian beauty influencer.

However, the pre-survey results showed that some respondents were skeptical of Tasya Farasya's neutrality and independence in reviewing Skintific products. This reflects a common challenge in influencer marketing, where there is a perception that the cooperation contract between the influencer and the brand may affect the objectivity of the reviews made, in influencer marketing, trust is crucial, which significantly influences followers' Decision-making and brand evaluation are significantly influenced by influencers who, due to their expertise, provide valuable insights that boost followers' confidence in selecting endorsed brands and products (Alboqami, 2023; Fowler & Thomas, 2023). These findings align with the research of Nosita & Lestari (2019), Ramadanty et al. (2020), and Wei et al. (2023). Balabanis and Chatzopoulou (2019) also found that trust and expertise significantly impact purchase intention, although the source's attractiveness does not influence purchase intention.

There is a lack of research on how the quality and creativity of viral marketing content affect consumer engagement and purchasing decisions in the skincare industry, particularly for brands like Skintific. Creativity plays a crucial role in viral marketing, yet its impact on consumer behavior remains underexplored. Additionally, consumers' perceptions of influencer neutrality in influencer marketing also warrant further investigation. Studies by Balabanis & Chatzopoulou (2019) and Nosita & Lestari (2019) highlight the importance of trust in influencers, but the specific effect of perceived influencer neutrality on consumer loyalty and purchase decisions has not been fully examined. Furthermore, there is a gap in the literature regarding the synergistic effects of combining viral and influencer marketing strategies, especially on platforms like TikTok, and their influence on consumer purchase intention in the skincare industry. While Hidayah et al. (2024) demonstrated the success of influencer marketing for Scarlett products, the combined impact of these strategies for a brand like Skintific requires more in-depth exploration.

# LITERATURE REVIEW

## Purchase Intention

According to Japarianto and Adelia (2020), purchase intention is a consumer expression that can manifest as interest or a tendency to foresee the desire to purchase an item within a certain timeframe, driven by a strong internal motivation. Purchase intention reflects a consumer's plan to buy a product. It occurs when consumers express a desire to purchase a product in response to it. Consumers who hold a positive attitude toward brands or products are more likely to develop an interest in buying them (Juliana, 2023). This interest in purchasing is driven by the consumer's own attitude (Sakinatun, 2023). As noted by Nabila et al. (2023), purchase interest involves focusing one's attention on specific goods or services, resulting in the desire to pay for or exchange these items.
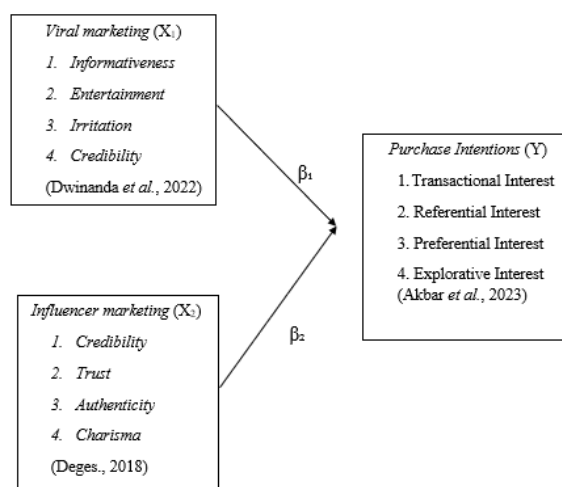
## Viral Marketing

Viral marketing is a strategy that leverages social media and online platforms to rapidly and broadly disseminate information or content through existing users (Dwinanda et al., 2022). It is viewed as a highly effective approach for gaining a competitive edge. This strategy makes use of digital channels such as emails and videos, which are shared via personal blogs and spread to other websites. Its success is often driven by word of mouth from influencers who encourage consumers to share the message with their close contacts (Ho et al., 2021).

## Influencer Marketing

Influencer marketing is a strategy where brands partner with individuals who substantially influence social media or other online platforms. As noted by Deges (2018), these influencers can impact their audience's decisions and behaviors because of the trust and authority they have established. This approach often involves prominent figures in various fields like food, lifestyle, and fashion on social media. Lim et al. (2017) highlight that effective influencer marketing includes compensating influencers for creating, endorsing, and sharing content with their followers. This strategy merges traditional marketing practices with modern techniques, blending celebrity endorsements with contemporary content-driven marketing approaches.

## Hypotheses Development

**Figure 1.** Conceptual Framework



Source: Akbar et al. (2023), Deges (2018), & Dwinanda et al. (2022)

Based on the conceptual framework above in Figure 1, the hypotheses in this study are as follows:

### The Effect of Viral Marketing on Purchase Intention in the TikTok Account
As defined by Dwinanda et al. (2022), viral marketing represents a marketing strategy that leverages social media and other online platforms to disseminate information or content rapidly and extensively among existing users. Furthermore, the preceding research (Haryani et al., 2023) indicates that viral marketing has a positive and significant effect on purchase intention for the Skintific product in Tanjungpinang. Consequently, the following hypothesis can be formulated:

H1: Viral Marketing (X1) has a positive and significant effect on Purchase Intention (Y) for Skintific products on the TikTok application (@skintific_id).

### The Effect of Influencer Marketing on Purchase Intention in the TikTok Account
According to Deges (2018), influencer marketing is a marketing strategy in which a brand collaborates with an individual who has a significant influence on social media or other online platforms. Influencers are capable of influencing the decisions and behaviors of their audiences due to the trust and authority that they have established. Furthermore, the preceding research conducted by Ramadhan et al. (2024) indicated that influencer marketing has a positive and significant impact on purchase intention. Consequently, the following hypothesis can be formulated:

H2: Influencer Marketing (X2) has a positive and significant effect on Purchase Intention (Y) for Skintific products on the TikTok application (@skintific_id).

## RESEARCH METHOD

This study employs quantitative methods with a causal associative approach. The sample consisted of 100 followers of the TikTok account @skintific_id, chosen through purposive sampling. The research instrument used was a questionnaire utilizing a 5-point Likert scale. The analysis conducted includes validity and reliability tests, multiple linear regression analysis, t-tests, and F-tests.

### Research Variables
### Viral Marketing
The assessment of variable viral marketing is based on a questionnaire comprising 17 statements, which are grouped into four dimensions: informativeness, entertainment, irritation, and credibility.

### Influencer Marketing
Influencer marketing variables are assessed based on 15 questionnaire statements on four dimensions, namely credibility, trust, authenticity, and charisma.

### Purchase Intention
The purchase intention variable is assessed based on 8 questionnaire statements on four dimensions, namely transactional interest, referential interest, preferential interest, and exploratory interest.

## RESULTS

### Validity and Reliability Test
The validity test and reliability test were conducted on 30 respondents who had known the Skintific Ceramide Barrier Repair Moisture Gel brand and who had seen Tasya

Farasya's posts promoting Skintific Ceramide Barrier Repair Moisture Gel products. Based on the results of the validity test of the purchase intention, viral marketing, and influencer marketing instruments using the SPSS program, the results of the correlation numbers for each variable areas follows:

**Table 2.** Validity Test Results

| | Indicator | Calculated r Value | r Table |
|---|---|---|---|
| 1. | Y | 0.586 | 0.361 |
| 2. | X1 | 0.623 | 0.361 |
| 3. | X2 | 0.712 | 0.361 |

Table 2 presents the results of the validity test for three variables: Purchase Intention (Y), Viral Marketing (X1), and Influencer Marketing (X2). The calculated r values for all three variables—0.586 for Y, 0.623 for X1, and 0.712 for X2—are higher than the critical r table value of 0.361. This indicates that all the tested variables are valid. Specifically, the higher calculated r values (r count) compared to the r table value confirm the validity of the measures for purchase intention, viral marketing, and influencer marketing in this study. Thus, all variables meet the criteria for validity and can be used for further analysis.

**Table 3.** Reliability Test Results

| Cronbach's Alpha | N of Items |
|---|---|
| 0.961 | 40 |

Based on Table 3, Cronbach's alpha value for the variables of viral marketing, influencer marketing, and purchase intention is 0.961. Therefore, it can be concluded that the questionnaire is reliable, as this alpha value exceeds 0.70. This indicates that each question in the questionnaire yields consistent data so that if the question is repeated, the responses will be relatively similar.

**Descriptive Analysis**
Descriptive analysis is utilized to clarify the subject under investigation, with conclusions drawn from the analysis of the frequency and percentage of questionnaire responses. In this study, descriptive analysis involves calculating the percentage of total scores in relation to expected total scores. The results are presented in a frequency table. Following Riduwan (2018), the process begins by collating responses to each question to determine the total value of each answer. The total score for each statement is obtained by multiplying the frequency of respondents' answers by the assigned weighting factor and then summing these products. The ideal score for each item is calculated by multiplying the highest possible score (5) by the number of respondents (100), resulting in an ideal score of 500 per item. Next, the percentage of the total score in relation to this ideal score is calculated by dividing the total score by the ideal score and multiplying it by 100. The total score for each variable is calculated similarly, and the percentage score for each variable is determined by multiplying the total score by 100 and dividing it by the number of statements. The percentage range, from 100% to 20%, equates to 80%, and when divided into five equal intervals, each represents 16%, aligning with the scoring criteria outlined in the analysis (see Table 4).

**Table 4.** The Percentage of Respondents Who Completed the Questionnaire

| | Percentage of Respondents | Category |
|---|---|---|
| 1. | 20% - 36% | Very unfavorable |
| 2. | 36% - 52% | Not good |
| 3. | 52% - 68% | Fairly Good |
| 4. | 68% - 84% | Good |
| 5. | 84% - 100% | Very good |

**Viral Marketing**
*Informativeness*
The informativeness dimension is a measure that assesses the change, recognition, attitude, satisfaction, and influence of the resources provided. Public information is considered a judgment of whether all information received has value or is not useful (Wang & Lan, 2018).

**Table 5.** Respondents' Responses About Informativeness

| Indicators | | SS 5 | S 4 | N 3 | TS 2 | STS 1 | Total | Total Score | Ideal Score | Category |
|---|---|---|---|---|---|---|---|---|---|---|
| X1.1 | P | 30 | 54 | 14 | 2 | 0 | 100 | 412 | 500 | Good |
| | % | 30% | 54% | 14% | 2% | 0% | 100% | 82% | | |
| X1.2 | P | 31 | 58 | 11 | 0 | 0 | 100 | 420 | 500 | Good |
| | % | 31% | 58% | 11% | 0% | 0% | 100% | 84% | | |
| X1.3 | P | 36 | 59 | 5 | 0 | 0 | 100 | 431 | 500 | Very good |
| | % | 36% | 59% | 5% | 0% | 0% | 100% | 86% | | |
| X1.4 | P | 27 | 58 | 12 | 3 | 0 | 100 | 409 | 500 | Good |
| | % | 27% | 58% | 12% | 3% | 0% | 100% | 82% | | |
| Total Average Score | | | | | | | | 418 | | Good |
| Total Average Percentage | | | | | | | | 84% | | |
| Overall Total Score | | | | | | | | 1,672 | | |

Source: Processed Primary Data (2024)

The informativeness dimension is categorized as 'Good' in the assessment summary. Based on Table 5, X1.3 is the indicator that gets the highest percentage with a score of 86%, which means that respondents respond very well.

Even though the percentage in this dimension is good, more respondents answered agree than strongly agree, this supports research (Leong et al., 2022) that not all information on social media is useful for users because users tend to only focus on important information that has the potential to shape purchase intentions.

*Entertainment*
The entertainment dimension is used to assess the level of pleasure that stimuli can provide, such as advertisements that use elements of humor (comedy) and fun (Rukuni et al., 2017).

**Table 6.** Respondents' Responses About Informativeness Entertainment

| Indicators | | SS 5 | S 4 | N 3 | TS 2 | STS 1 | Total | Total Score | Ideal Score | Category |
|---|---|---|---|---|---|---|---|---|---|---|
| X1.5 | P | 19 | 56 | 25 | 0 | 0 | 100 | 394 | 500 | Good |
| | % | 19% | 56% | 25% | 0% | 0% | 100% | 79% | | |
| X1.6 | P | 21 | 52 | 24 | 3 | 0 | 100 | 391 | 500 | Good |
| | % | 21% | 52% | 24% | 3% | 0% | 100% | 78% | | |
| X1.7 | P | 19 | 61 | 19 | 1 | 0 | 100 | 398 | 500 | Good |
| | % | 19% | 61% | 19% | 1% | 0% | 100% | 80% | | |
| X1.8 | P | 19 | 70 | 10 | 1 | 0 | 100 | 407 | 500 | Good |
| | % | 19% | 70% | 10% | 1% | 0% | 100% | 81% | | |
| X1.9 | P | 14 | 34 | 44 | 7 | 1 | 100 | 353 | 500 | Good |
| | % | 14% | 34% | 44% | 7% | 1% | 100% | 71% | | |
| Total Average Score | | | | | | | | 388.6 | | Good |
| Total Average Percentage | | | | | | | | 78% | | |

| Overall Total Score | 1,943 | |
|---|---|---|

Source: Processed Primary Data (2024)

Based on Table 6, all indicators of the entertainment dimension are categorized as 'Good' in the assessment summary. These results are in line with previous research (Indrawati & Rizqullah, 2022) conducted on Shopee's viral marketing on TikTok where the entertainment dimension obtained good results. These results indicate that entertainment has a positive influence on consumers.

### Irritation
The irritation dimension is used to measure the level of annoyance or discomfort caused by stimuli in marketing messages (Rukuni et al., 2017).

**Table 7.** Respondents' Responses About Irritation

| Indicators | | SS 5 | S 4 | N 3 | TS 2 | STS 1 | Total | Total Score | Ideal Score | Category |
|---|---|---|---|---|---|---|---|---|---|---|
| X1.10 | P | 8 | 11 | 26 | 49 | 6 | 100 | 334 | 500 | Fairly Good |
| | % | 8% | 11% | 26% | 49% | 6% | 100% | 67% | | |
| X1.11 | P | 5 | 10 | 10 | 61 | 14 | 100 | 369 | 500 | Good |
| | % | 5% | 10% | 10% | 61% | 14% | 100% | 74% | | |
| X1.12 | P | 4 | 7 | 4 | 56 | 29 | 100 | 399 | 500 | Good |
| | % | 4% | 7% | 4% | 56% | 29% | 100% | 80% | | |
| X1.13 | P | 5 | 8 | 29 | 45 | 13 | 100 | 353 | 500 | Good |
| | % | 5% | 8% | 29% | 45% | 13% | 100% | 71% | | |
| Total Average Score | | | | | | | | 363.75 | | Good |
| Total Average Percentage | | | | | | | | 73% | | |
| Overall Total Score | | | | | | | | 1,455 | | |

Source: Processed Primary Data (2024)

The irritation dimension is categorized as 'Good' in the assessment summary. Based on Table 7, X1.12 is an indicator that gets a percentage of 80%, which means that respondents disagree that TikTok @skintific_id videos offend sensitive issues such as politics, gender, skin color, ethnicity, nation, and religion. Meanwhile, X1.10 shows the lowest value of 67%. The smaller the value, the better, this is because the statement used for the irritation dimension contains a negative sentence. These results are in line with previous research (Alzaydi & Elsharnouby, 2023; Rahmiati et al., 2023) which found that irritation can effectively drive consumer interest and behavior when used in social media campaigns.

### Credibility
The credibility dimension is used to measure the level of recipient trust in receiving information sources through content (Wang & Lan, 2018). In the credibility dimension of viral marketing, the benchmark in this study is the content shared by the TikTok @skintific_id account to attract the attention of TikTok users.

**Table 8.** Respondents' Responses About Credibility

| Indicators | | SS 5 | S 4 | N 3 | TS 2 | STS 1 | Total | Total Score | Ideal Score | Category |
|---|---|---|---|---|---|---|---|---|---|---|
| X1.14 | P | 19 | 49 | 25 | 6 | 1 | 100 | 379 | 500 | Good |
| | % | 19% | 49% | 25% | 6% | 1% | 100% | 76% | | |
| X1.15 | P | 15 | 57 | 26 | 2 | 0 | 100 | 385 | 500 | Good |
| | % | 15% | 57% | 26% | 2% | 0% | 100% | 77% | | |
| X1.16 | P | 17 | 61 | 20 | 2 | 0 | 100 | 393 | 500 | Good |
| | % | 17% | 61% | 20% | 2% | 0% | 100% | 79% | | |

| X1.17 | P | 20 | 66 | 13 | 1 | 0 | 100 | 405 | 500 | Good |
|---|---|---|---|---|---|---|---|---|---|---|
| | % | 20% | 66% | 13% | 1% | 0% | 100% | 81% | | |
| Total Average Score | | | | | | | | | 390.5 | |
| Total Average Percentage | | | | | | | | | 78% | Good |
| Overall Total Score | | | | | | | | | 1,562 | |

Source: Processed Primary Data (2024)

Based on Table 8, the four indicators are categorized as 'Good'. X1.17 is the indicator that gets the highest percentage with a score of 81% which indicates that respondents agree that the TikTok @skintific_id video is good as a reference source when buying a product. Meanwhile, X1.14 shows the lowest score of 76%. These results are in line with previous research (Indrawati & Rizqullah, 2022) conducted on Shopee's viral marketing on TikTok where the credibility dimension obtained good results.

**Influencer Marketing**
*Credibility*
The credibility dimension is used to assess the success of social network members who use influencers to recommend products only if they believe in these products and use these products in their daily lives (Deges, 2018).

**Table 9.** Respondents' Responses About Credibility

| Indicators | | SS | S | N | TS | STS | Total | Total Score | Ideal Score | Category |
|---|---|---|---|---|---|---|---|---|---|---|
| | | 5 | 4 | 3 | 2 | 1 | | | | |
| X2.1 | P | 20 | 53 | 23 | 4 | 0 | 100 | 389 | 500 | Good |
| | % | 20% | 53% | 23% | 4% | 0% | 100% | 78% | | |
| X2.2 | P | 21 | 61 | 14 | 4 | 0 | 100 | 399 | 500 | Good |
| | % | 21% | 61% | 14% | 4% | 0% | 100% | 80% | | |
| X2.3 | P | 20 | 66 | 13 | 1 | 0 | 100 | 405 | 500 | Good |
| | % | 20% | 66% | 13% | 1% | 0% | 100% | 81% | | |
| X2.4 | P | 16 | 65 | 16 | 3 | 0 | 100 | 394 | 500 | Good |
| | % | 16% | 65% | 16% | 3% | 0% | 100% | 79% | | |
| X2.5 | P | 21 | 62 | 13 | 3 | 1 | 100 | 399 | 500 | Good |
| | % | 21% | 62% | 13% | 3% | 1% | 100% | 80% | | |
| Total Average Score | | | | | | | | | 397.2 | |
| Total Average Percentage | | | | | | | | | 79% | Good |
| Overall Total Score | | | | | | | | | 1,986 | |

Source: Processed Primary Data (2024)

Based on Table 9, the five indicators are categorized as 'Good'. X2.3 is the indicator that gets the highest percentage with a score of 81% which indicates that respondents respond 'Well' that the product/service referenced by the TikTok influencer @skintific_id makes sense. Meanwhile, X2.1 shows the lowest score of 78% (although it is still classified as 'Good').

These results indicate that influencer credibility is well-received by followers. Many factors of influencer credibility are well accepted such as an influencer and his physical appearance are appropriate, the influencer perfects the statement on the situation, this has a positive effect on credibility. However, if an influencer promotes too many products it causes the impression of being just 'in it for the money' (Dangl, 2017). This is because potential customers always need to perceive the product as useful, a credible influencer needs to have a positive attitude towards the advertisement, needs to understand the persuasive effort of the advertising disclosure and to judge the advertisement rationally or emotionally (Müller et al., 2018).

### Trust

Consumers recognize that influencers are working with companies, but this does not immediately reduce trust unless it is perceived that the recommendation is 'paid for' and does not reflect the influencer's beliefs (Deges, 2018).

**Table 10.** Respondents' Responses About Trust

| Indicators | | SS | S | N | TS | STS | Total | Total Score | Ideal Score | Category |
|---|---|---|---|---|---|---|---|---|---|---|
| | | 5 | 4 | 3 | 2 | 1 | | | | |
| X2.6 | P | 14 | 45 | 29 | 10 | 2 | 100 | 359 | 500 | Good |
| | % | 14% | 45% | 29% | 10% | 2% | 100% | 72% | | |
| X2.7 | P | 18 | 56 | 21 | 5 | 0 | 100 | 387 | 500 | Good |
| | % | 18% | 56% | 21% | 5% | 0% | 100% | 77% | | |
| X2.8 | P | 10 | 53 | 26 | 11 | 0 | 100 | 362 | 500 | Good |
| | % | 10% | 53% | 26% | 11% | 0% | 100% | 72% | | |
| Total Average Score | | | | | | | | | 369.3 | Good |
| Total Average Percentage | | | | | | | | | 74% | |
| Overall Total Score | | | | | | | | | 1,108 | |

Source: Processed Primary Data (2024)

Based on Table 10, the three indicators are categorized as 'Good'. Indicator X2.7 is the indicator that gets the highest percentage with a score of 77% which indicates that respondents respond 'Well' that TikTok influencer @skintific_id is a person who can take responsibility for his actions. While the other two indicators get a percentage of 72% which is lower (although still classified as 'Good').

These results indicate that followers' trust in influencers to influence consumer purchase intention is well received. Where trust has a positive impact on social media influencers which then has a positive impact on consumer purchase intention. According to Khan (2020), trust has a significant effect on influencer credibility. Meanwhile, Lou and Yuan (2019) found influencer trust to be important in influencing consumer purchasing decisions.

### Authenticity

The authenticity dimension is used to measure the originality or authenticity of the type of information and communication provided (Deges, 2018).

**Table 11.** Respondents' Responses About Authenticity

| Indicators | | SS | S | N | TS | STS | Total | Total Score | Ideal Score | Category |
|---|---|---|---|---|---|---|---|---|---|---|
| | | 5 | 4 | 3 | 2 | 1 | | | | |
| X2.9 | P | 12 | 58 | 25 | 5 | 0 | 100 | 377 | 500 | Good |
| | % | 12% | 58% | 25% | 5% | 0% | 100% | 75% | | |
| X2.10 | P | 10 | 50 | 32 | 8 | 0 | 100 | 362 | 500 | Good |
| | % | 10% | 50% | 32% | 8% | 0% | 100% | 72% | | |
| X2.11 | P | 26 | 63 | 10 | 1 | 0 | 100 | 414 | 500 | Good |
| | % | 26% | 63% | 10% | 1% | 0% | 100% | 83% | | |
| X2.12 | P | 21 | 67 | 11 | 1 | 0 | 100 | 408 | 500 | Good |
| | % | 21% | 67% | 11% | 1% | 0% | 100% | 82% | | |
| Total Average Score | | | | | | | | | 390.25 | Good |
| Total Average Percentage | | | | | | | | | 78% | |
| Overall Total Score | | | | | | | | | 1,561 | |

Source: Processed Primary Data (2024)

Based on Table 11, the four indicators are categorized as 'Good'. X2.10 is an indicator that gets a high percentage with a score of 83% which indicates that respondents

respond 'Well' that influencers on TikTok @skintific_id are innovative. Meanwhile, indicator X2.10 shows the lowest score of 72% (although it is still classified as 'Good').

The good results obtained in measuring authenticity on the TikTok @skintific_id account indicate that the TikTok @skintific_id influencer has created original material to attract followers' attention to arouse followers' buying interest. The authenticity that followers feel encourages them to follow the TikTok @skintific_id influencer's account and advice.

In addition, authenticity causes followers to enjoy a hedonic experience and develop a perception that the influencer is an opinion leader. Therefore, authenticity is decisive in achieving success as a TikTok influencer (Barta et al., 2023). In line with research (Hermawan, 2020), TikTok influencers must fulfill the needs of their followers by being creative and developing new and original content in a series of short videos.

### Charisma

An influencer is someone whose reputation and popularity are built through activities on social media. They do not necessarily have to be widely recognized celebrities, athletes, musicians, actors, or television stars who frequently appear in various media. The main characteristic of an influencer is their personality in the digital world which is shown through their attractiveness (Deges, 2018).

**Table 12.** Respondents' Responses About Charisma

| Indicators | | SS | S | N | TS | STS | Total | Total Score | Ideal Score | Category |
|---|---|---|---|---|---|---|---|---|---|---|
| | | 5 | 4 | 3 | 2 | 1 | | | | |
| X2.13 | P | 18 | 66 | 16 | 0 | 0 | 100 | 402 | 500 | Good |
| | % | 18% | 66% | 16% | 0% | 0% | 100% | 80% | | |
| X2.14 | P | 23 | 61 | 15 | 1 | 0 | 100 | 406 | 500 | Good |
| | % | 23% | 61% | 15% | 1% | 0% | 100% | 81% | | |
| X2.15 | P | 11 | 45 | 38 | 5 | 1 | 100 | 360 | 500 | Good |
| | % | 11% | 45% | 38% | 5% | 1% | 100% | 72% | | |
| Total Average Score | | | | | | | | 389.33 | | Good |
| Total Average Percentage | | | | | | | | 78% | | |
| Overall Total Score | | | | | | | | 1,168 | | |

Source: Processed Primary Data (2024)

Based on Table 12, the three indicators are categorized as 'Good'. X2.14 is the indicator that gets the highest percentage with a score of 81% which indicates that respondents responded 'Good' that TikTok @skintific_id influencers are able to influence TikTok users to interact by liking posts and commenting on TikTok @skintific_id accounts. Meanwhile, X2.15 shows the lowest score of 72% (although it is still classified as 'Good') where the indicator measured is that TikTok @skintific_id influencers take high personal risks for the Skintific company. These results indicate that the charisma of TikTok @skintific_id influencers is well-received.

### Purchase Intention
### Transactional Interest
The transactional interest dimension is used to measure the tendency of consumers to always repurchase products they have consumed (Akbar et al., 2023). In the transactional dimension, the benchmark used by researchers is the interest of TikTok @skintific_id followers to make transactions to buy Skintific products on the TikTok @skintific_id account. Through the indicators used to examine the tendency of followers' transaction interest.

**Table 13.** Respondents' Responses About Transactional Interest

| Indicators | | SS | S | N | TS | STS | Total | Total Score | Ideal Score | Category |
|---|---|---|---|---|---|---|---|---|---|---|
| | | 5 | 4 | 3 | 2 | 1 | | | | |
| Y1.1 | P | 23 | 54 | 19 | 2 | 2 | 100 | 394 | 500 | Good |
| | % | 23% | 54% | 19% | 2% | 2% | 100% | 79% | | |
| Total Average Score | | | | | | | | | 394 | Good |
| Total Average Percentage | | | | | | | | | 79% | |
| Overall Total Score | | | | | | | | | 394 | |

Source: Processed Primary Data (2024)

Based on Table 13, this indicator is categorized as 'Good'. Y1.1 is an indicator that measures the intention to buy Skintific products through TikTok Shop @skintific_id. The percentage obtained is 79% where respondents responded 'Good'. These results indicate that followers respond well to the interest in repurchasing Skintific products. These results are in line with research (Prihartini & Damastuti, 2022) where local skincare purchase interest on Twitter is well-received by consumers where consumers already have an interest in purchasing local skincare products but have not been able to determine when the purchase interest will be realized (Prihartini & Damastuti, 2022).

### Referential Interest
The referential interest dimension is used to regulate consumers' willingness to recommend products they have consumed to others (Akbar et al., 2023).

**Table 14.** Respondents' Responses About Referential Interest

| Indicators | | SS | S | N | TS | STS | Total | Total Score | Ideal Score | Category |
|---|---|---|---|---|---|---|---|---|---|---|
| | | 5 | 4 | 3 | 2 | 1 | | | | |
| Y1.2 | P | 25 | 39 | 33 | 3 | 0 | 100 | 386 | 500 | Good |
| | % | 25% | 39% | 33% | 3% | 0% | 100% | 77% | | |
| Y1.3 | P | 27 | 50 | 21 | 2 | 0 | 100 | 402 | 500 | Good |
| | % | 27% | 50% | 21% | 2% | 0% | 100% | 80% | | |
| Total Average Score | | | | | | | | | 394 | Good |
| Total Average Percentage | | | | | | | | | 79% | |
| Overall Total Score | | | | | | | | | 788 | |

Source: Processed Primary Data (2024)

Based on Table 14, both indicators are categorized as 'Good'. Y1.3 is the indicator that gets the highest percentage with a score of 80% which indicates that respondents responded 'Well' to the suggestion to buy Skintific products at TikTok Shop @skintific_id because the price is more affordable. Meanwhile, Y1.2 shows the lowest score of 77% (although it is still classified as 'Good'). The total average referential interest gets a good response from followers so that it can be interpreted that consumers are willing to recommend Skintific products to others. According to Prihartini and Damastuti (2022), consumers not only recommend virtually through social media but also share this information with friends in the real world.

### Preference Interest
The preference interest dimension measures consumer behavior that makes the product they have consumed their first choice (Akbar et al., 2023).

**Table 15.** Respondents' Responses About Preferential Interest

| Indicators | | SS | S | N | TS | STS | Total | Total Score | Ideal Score | Category |
|---|---|---|---|---|---|---|---|---|---|---|
| | | 5 | 4 | 3 | 2 | 1 | | | | |
| Y1.4 | P | 16 | 25 | 26 | 29 | 4 | 100 | 320 | 500 | Fairly Good |
| | % | 16% | 25% | 26% | 29% | 4% | 100% | 64% | | |
| Y1.5 | P | 27 | 40 | 27 | 5 | 1 | 100 | 387 | 500 | Good |

| | % | 27% | 40% | 27% | 5% | 1% | 100% | 77% | | |
|---|---|---|---|---|---|---|---|---|---|---|
| Total Average Score | | | | | | | | 353.5 | |
| Total Average Percentage | | | | | | | | 71% | Good |
| Overall Total Score | | | | | | | | 707 | |

Source: Processed Primary Data (2024)

Based on Table 15, Y1.5 is the indicator that gets the highest percentage with a score of 77% which indicates that respondents respond 'Well' to the intention to buy Skintific products online on the @skintific_id TikTok account. Meanwhile, Y1.4 shows the lowest score of 64% so it can be categorized as 'Good enough'. In this dimension, the majority of followers answered agree rather than strongly agree. This indicates that followers have not made Skintific products their first choice.

### *Exploratory Interest*
Exploratory interest describes the behavior of consumers who are always looking for information about the products they are interested in and looking for information to support the positive properties of these products (Akbar et al., 2023).

**Table 16.** Respondents' Responses Quiet Explorative Interest

| Indicators | | SS | S | N | TS | STS | Total | Total Score | Ideal Score | Category |
|---|---|---|---|---|---|---|---|---|---|---|
| | | 5 | 4 | 3 | 2 | 1 | | | | |
| Y1.6 | P | 27 | 51 | 21 | 1 | 0 | 100 | 404 | 500 | Good |
| | % | 27% | 51% | 21% | 1% | 0% | 100% | 81% | | |
| Y1.7 | P | 34 | 44 | 18 | 3 | 1 | 100 | 407 | 500 | Good |
| | % | 34% | 44% | 18% | 3% | 1% | 100% | 81% | | |
| Y1.8 | P | 22 | 57 | 18 | 3 | 0 | 100 | 398 | 500 | Good |
| | % | 22% | 57% | 18% | 3% | 0% | 100% | 80% | | |
| Total Average Score | | | | | | | | 403 | | |
| Total Average Percentage | | | | | | | | 81% | | Good |
| Overall Total Score | | | | | | | | 1,209 | | |

Source: Processed Primary Data (2024)

Based on Table 16, the three indicators are categorized as 'Good'. Y1.7 is the indicator that gets the highest percentage with a total score of 407 with a percentage of 81% which indicates that respondents respond 'Well' to finding information about Skintific products on the @skintific_id TikTok account. Meanwhile, Y1.8 shows the lowest score of 80% (although it is still classified as 'Good'). These results are in line with research (Prihartini & Damastuti, 2022) where the exploratory dimension is well received in local skincare on Twitter. These results indicate that consumers pay attention to other people's experiences in using the product as a reference for whether or not to buy the product.

### Classical Test of Normality
### *Normal Distribution Test*
The normal distribution test is employed to ascertain whether the interfering or residual variables in a regression model exhibit a normal distribution. In order for data to be deemed suitable for research purposes, it must exhibit a normal or near-normal distribution (Ghozali, 2019).

In order to ascertain whether residual data are distributed normally, two methods may be employed: graphical analysis and statistical testing. A graphical analysis of the data using the SPSS software yielded the following plot.

**Figure 2.** Normal P-Plot Result of the Normal Distribution Test
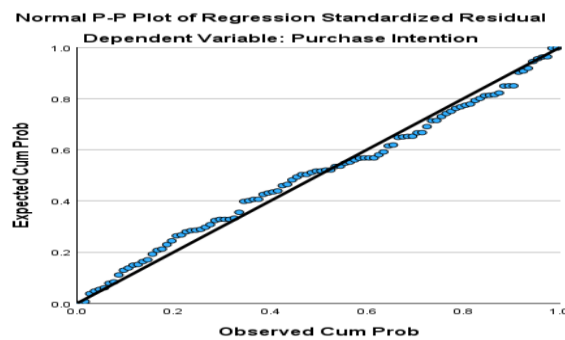
Source: Processed Data from SPSS (2024)

As can be observed in the above P-P plot in Figure 2, the data points are distributed around the diagonal line, following its direction. The curve demonstrates that the regression model can be employed, as the assumption of normality has been validated. In addition to the graphical test, the researcher conducted a statistical test to ensure the results of the graphical normal distribution test were accurate. In addition to employing the p-plot curve, the researcher also utilized the non-parametric Kolmogorov-Smirnov (K-S) statistical test. The results of the Kolmogorov-Smirnov (KS) test are presented in the subsequent figure.

**Table 17.** Kolmogorov-Smirnov Test Results

| One-Sample Kolmogorov-Smirnov Test | | | |
|---|---|---|---|
| | | | Unstandardized Residual |
| N | | | 100 |
| Normal Parameterrs[a,b] | Mean | | 0.0000000 |
| | Std. Debiation | | 3.42638945 |
| Most Extreme Differences | Absolute | | 0.062 |
| | Positive | | 0.058 |
| | Negative | | -0.062 |
| Test Statistic | | | 0.062 |
| Asymp. Sig. (2-tailed)[c] | | | 0.200[d] |
| Monte Calo Sig. (2-tailed)[e] | Sig. | | 0.458 |
| | 99 % Confidence Interval | Lower Bound | 0.445 |
| | | Upper Bound | 0.471 |
| a.   Test distribution is Normal. | | | |
| b.   Calculated from data. | | | |
| c.   Lilliefors' Significance Correction | | | |
| d.   This is a lowe bound of the true significance | | | |
| e.   Lilliefors' method base on 10000 Monte Carlo Samples with Starting Seed 2000000 | | | |

Source: Processed Data from SPSS (2024)

Based on the Kolmogorov-Smirnov test results presented in Table 17, it was found that the exact Sig. value was less than 0.05, indicating that the data did not follow a normal distribution. The two-tailed value was 0.200, which is greater than 0.05. This indicates that the data exhibits a normal distribution.

**Multicollinearity Test**

As outlined by Ghozali (2019), indicate that no evidence of multicollinearity was observed when the tolerance value exceeded 0.100 and the variance inflation factor (VIF) was less than 10.00. To identify the presence of multicollinearity, it is recommended to examine the tolerance values and VIFs alongside the correlation coefficients between the independent variables.

**Table 18.** Results of the Multicollinearity Test

| Coefficientsa | | | | | | | |
|---|---|---|---|---|---|---|---|
| Model | Unstandardized Coefficients | | Standardized Coefficients Beta | t | Sig. | Collinearity Tolerance | Statistics VIF |
| | B | Std. Error | | | | | |
| 1 (constant) | 10.841 | 3.401 | | 3.187 | 0.002 | | |
| Viral Marketing | 0.022 | 0.074 | 0.037 | 0.301 | 0.764 | 0.465 | 2.150 |
| Influencer Marketing | 0.321 | 0.071 | 0.551 | 4.535 | <.001 | 0.465 | 2.150 |
| a.   Dependent variable: Purchase intention | | | | | | | |

Source: Processed Data from SPSS (2024)

As illustrated in Table 18, the tolerance values approach 1, while the VIFs hover around this figure for each variable. The tolerance value for viral marketing is 0.465, and the same is true for influencer marketing. A regression model is deemed to be free from multicollinearity issues if its VIF value is less than 10. It can therefore be concluded that the model of linear regression is free from the issue of multicollinearity and is suitable for use in this research project. Hence, it is appropriate to proceed to the next stage of the research in order to address the issues raised in the research using the independent variables of viral marketing and influencer marketing.

**Heteroskedasticity Test**
**Figure 3.** Results of the Heteroskedasticity Test
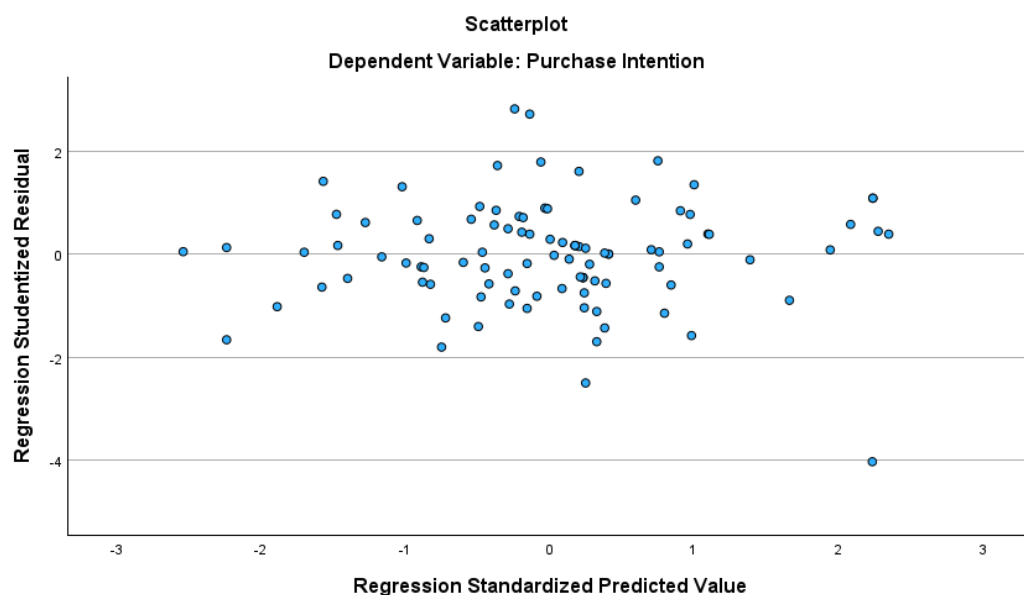


Source: Processed Data from SPSS (2024)

A heteroskedasticity test is conducted to ascertain whether there is a discrepancy in the variance of the residuals between one observation and another. The detection of

heteroskedasticity is achieved by examining specific patterns on a scatterplot between the residuals (SRESID) and the predicted values (ZPRED), as illustrated in Figure 3.

According to Ghozali (2019), heteroskedasticity is absent when there is no discernible pattern in the scatterplot. The points are dispersed above and below the zero axis on the Y-axis, and no discernible pattern is evident in the distribution of the data. This indicates that heteroskedasticity does not exist in the regression equation model. Consequently, the regression model may be employed to forecast purchase intention based on the variables that exert influence, namely viral marketing and influencer marketing.

**Multiple Linear Regression Analysis**
**Table 19.** Multiple Linear Regression Analysis Test Results

| Coefficients[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients Beta | t | Sig. |
| | | B | Std. Error | | | |
| 1 | (constant) | 10.841 | 3.401 | | 3.187 | 0.002 |
| | Viral Marketing | 0.022 | 0.074 | 0.037 | 0.301 | 0.764 |
| | Influencer Marketing | 0.321 | 0.071 | 0.551 | 4.535 | <.001 |
| a. Dependent variable: Purchase intention | | | | | | |

Source: Processed Data from SPSS (2024)

The hypothesis testing results using multiple linear regression with the SPSS program in Table 19 indicate that both viral marketing and influencer marketing variables collectively influence the purchase intention for the TikTok account @skintific_id. This is demonstrated by the multiple regression equation $Y = 10.841 + 0.022 X1 + 0.321 X2 + e$, which shows that both viral marketing and influencer marketing have a positive and significant impact on purchase intention for the TikTok @skintific_id account. These findings align with previous research by Ramadhan et al. (2024), which also shows that viral marketing and influencer marketing positively and significantly affect purchase intention.

**F Statistical Test**
**Table 20.** F Statistical Test Results

| ANOVA[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 583.686 | 2 | 291.843 | 24.356 | |
| | Residual | 1162.274 | 97 | 11.982 | | 0.000[b] |
| | Total | 1745.960 | 99 | | | |
| a. Dependent variable: Purchase intention | | | | | | |
| b. Predictors: (Constant), Influencer Marketing, Viral Marketing | | | | | | |

Source: Processed Data from SPSS (2024)

According to the results of the F test shown in Table 20, the Sig. value is 0.00, which is less than 0.05, indicating that viral marketing (X1) and influencer marketing (X2) together have an impact on purchase intention (Y). This research offers new insights for industries and companies, particularly those in the beauty sector, to address issues related to viral marketing and influencer marketing on TikTok, which can influence purchase intention through these marketing strategies.

**T Statistical Test**
**Table 21.** T Statistical Test Results

| Coefficients[a] | | | | | |
|---|---|---|---|---|---|
| Model | Unstandardized Coefficients | | Standardized Coefficients Beta | t | Sig. |
| | B | Std. Error | | | |
| 1   (constant) | 10.841 | 3.401 | | 3.187 | 0.002 |
| Viral Marketing | 0.022 | 0.074 | 0.037 | 0.301 | 0.764 |
| Influencer Marketing | 0.321 | 0.071 | 0.551 | 4.535 | <.001 |
| a.   Dependent variable: Purchase intention | | | | | |

Source: Processed Data from SPSS (2024)

Table 21 shows that viral marketing has an insignificant impact on consumer purchase intention, as indicated by a significance value of 0.764 (>0.05) and a regression coefficient of 0.022. This suggests that viral marketing, in this context, does not play a meaningful role in shaping consumers' intentions to buy Skintific products. In contrast, influencer marketing demonstrates a significant influence, with a significance value below 0.001 and a regression coefficient of 0.321. These results imply that as influencer marketing efforts increase, there is a corresponding rise in consumer purchase intention.

## DISCUSSION

The linear regression analysis results reveal key insights regarding the influence of viral marketing and influencer marketing on purchase intention for Skintific products. The data supports the hypothesis 2 that influencer marketing significantly affects consumer purchase intent, while the hypothesis 1 regarding viral marketing is not upheld.

**H1: Viral Marketing Has a Significant Positive Effect on Purchase Intention for Skintific Products in the Tiktok Application (@skintific_id)**
According to Ramadhan et al. (2024), viral marketing positively influences purchase intention. However, this study's findings differ from those prior results. The regression analysis in Table 21 shows that viral marketing does not have a significant positive effect on purchase intention for the TikTok @skintific_id account, with a significance value (Sig.) of 0.764, which exceeds 0.05. Hence, H1 is rejected.

However, the lack of a significant effect from viral marketing diverges from past research by Liu and Wang (2019), which suggested viral marketing as a powerful tool for increasing purchase intention through its wide reach. One possible explanation for this discrepancy is the quality of viral marketing content. In this study, content on the @skintific_id TikTok account was perceived as less engaging by respondents, which may have diminished its effectiveness. This finding underscores that viral content's ability to spread rapidly is insufficient; it must also captivate and engage the audience to drive consumer buying interest.

This difference in results can be explained by several important factors. Respondents in this study seem to consider the quality of the product that is going viral more. When it comes to facial skin, consumers tend to be very cautious because facial skin is a sensitive part of the body and prone to negative reactions. Therefore, the popularity or virality of a product is not necessarily enough to encourage individuals to try new products. Many consumers place more trust in proven brands and reviews from users they know or trust. Even if the product goes viral, consumers may still be reluctant to take a risk on a new product without a clear guarantee of safety and effectiveness.

In the context of skincare products, such as those promoted by the TikTok account @skintific_id, consumers tend to be more cautious and selective. Skincare products have a direct impact on the user's skin and health, so product quality and safety are key considerations. Respondents may seek more information about the product's ingredients, benefits, and reviews before deciding to buy, rather than relying solely on the popularity of the product.

Several studies align with the description of viral marketing's effectiveness for trendy or emotionally charged products, as well as its limitations in markets requiring deeper consumer trust, like skincare. Research by Musa et al. (2024) supports the idea that viral marketing, especially when coupled with social media influencers, can significantly impact consumer interest in products such as skincare. However, the study highlights that consumer trust and detailed information (such as product reviews) remain critical in final purchase decisions for these products.

Similarly, research by Murni and Salim (2024) emphasizes the importance of trust in consumer decisions, showing that viral marketing can increase trust when combined with transparent and reliable information. Online reviews are also seen as a crucial factor, influencing the trust and purchase decisions of consumers, especially for products like skincare that require careful consideration.

Overall, while viral marketing can create initial awareness and engagement, particularly for trendy items, trust-building mechanisms such as user reviews and credible information remain vital for more complex products like skincare. Thus, while viral marketing can increase awareness and attract consumer attention, it does not necessarily mean that it will directly increase purchase intention, especially for products that require in-depth consideration such as skincare. Therefore, for skincare products such as those promoted by Skintific on the TikTok shop account @skintific_id, a more effective marketing strategy may involve a combination of improving product quality, reviews from trusted users, and clear and detailed information regarding product benefits and safety.

### H2: Influencer Marketing Has a Significant Positive Effect on Purchase Intention for Skintific Products in the Tiktok Application (@skintific_id)

The data in Table 21 indicates that the value of influencer marketing (X2) is statistically significant ($p < 0.05$). This suggests that influencer marketing on the TikTok @skintific_id account has a significant positive effect on purchase intention. Consequently, H2 is accepted.

These findings align with previous studies by Chetioui et al. (2020) and Lou & Yuan (2019), which also highlight the considerable effect of influencer marketing on purchasing decisions, especially when promoted by individuals with authority and credibility on social media. Moreover, this study corroborates Hidayah et al.'s (2024) findings, showing influencer marketing's strong impact on consumer interest in skincare products, particularly Scarlett.

Saima and Khan (2020) found that influencer credibility has the strongest direct effect on purchase intention, with trust being the next most significant factor. Trust plays a crucial role in influencing credibility, followed by the quality of information and entertainment value. Consequently, it is essential for a brand to choose credible influencers who can produce high-quality, engaging content, as this positively impacts credibility and, in turn, boosts consumer purchase intention. Consistent with the findings of Haryani et al. (2023), which indicate that influencer marketing impacts product promotion and affects skincare purchase intention on TikTok Shop, this study shows that the TikTok Shop

@skintific_id account has effectively utilized influencer marketing to influence its followers. Similarly, Lombogia et al. (2024) indicate that celebrity endorsement and content marketing play a significant role in product promotion and affects skincare purchase intention on TikTok Shop. This study shows that the TikTok Shop @skintific_id account has effectively leveraged influencer marketing to enhance consumer purchase intention.

The importance of influencer marketing, on the other hand, is closely tied to the level of trust consumers have in the influencers promoting products. Previous research by Balabanis & Chatzopoulou (2019) and Ramadhany et al. (2024) emphasizes that trust in influencers and perceptions of their impartiality significantly influence consumer purchasing decisions. In the case of Skintific, the collaboration with prominent influencer Tasya Farasya appears to have been a strategic choice, effectively boosting purchase intention despite minor concerns about the influencer's objectivity. This study contributes novel insights to the literature on marketing strategies in Indonesia's skincare industry, confirming that influencer marketing, particularly when trust and relevance to the target audience are high, is more effective than viral marketing in increasing purchase intent. Additionally, the research points to the need for improving the quality of viral marketing content to compete with the more effective influencer-driven strategies in enhancing consumer purchase behavior.

## CONCLUSION

The findings of the study suggest that influencer marketing exerts a notable influence on consumer purchase intentions, whereas viral marketing does not demonstrate a discernible impact. It is therefore recommended that Skintific focus its efforts on improving its influencer marketing strategy by extending its collaboration with influencers who are relevant to the target audience and who are perceived as credible and trustworthy by consumers. This is important as it has been demonstrated that trust in influencers is a crucial factor in influencing consumer purchase intent.

Furthermore, in order to enhance the efficacy of viral marketing, Skintific must devise more ingenious and engaging content. As evidenced by the responses to the pre-survey, the content on @skintific_id's TikTok account is perceived as less entertaining. It is therefore evident that improvements must be made to the content creation process in order to ensure that the material produced is not only informative but also capable of encouraging wider interaction and engagement on social media platforms.

The practical implications of this research are twofold. Primarily, it is imperative to prioritize the quality of content in viral marketing. Secondly, it is crucial to enhance consumer trust by utilizing more credible influencers. Moreover, other skincare brands may wish to consider implementing analogous strategies with a view to stimulating consumer interest in purchasing on digital platforms. One potential avenue for achieving this objective is the utilization of suitable influencers on social media platforms, such as TikTok.

### DECLARATION OF CONFLICTING INTERESTS
The authors certify that they have no potential conflicts of interest pertaining to the research, writing, or publication of this article.

## REFERENCES

Akbar, A. R., Kalis, M. C. I., Afifah, N., Purmono, B. B., & Yakin, I. (2023). The influence of product packaging design and online customer review on brand awareness and their impact on online purchase intention. *South Asian Research Journal of Business and Management, 5*(1), 10-18. https://doi.org/10.36346/sarjbm.2023.v05i01.002

Alboqami, H. (2023). Trust me, I'm an influencer!-Causal recipes for customer trust in artificial intelligence influencers in the retail industry. *Journal of Retailing and Consumer Services, 72,* 103242. https://doi.org/10.1016/j.jretconser.2022.103242

Alzaydi, Z. M., & Elsharnouby, M. H. (2023). Using social media marketing to pro-tourism behaviours: The mediating role of destination attractiveness and attitude towards the positive impacts of tourism. *Future Business Journal, 9*(1), 42. https://doi.org/10.1186/s43093-023-00220-5

Balabanis, G., & Chatzopoulou, E. (2019). Under the influence of a blogger: The role of information-seeking goals and issue involvement. *Psychology & Marketing, 36*(4), 342-353. https://doi.org/10.1002/mar.21182

Barta, S., Belanche, D., Fernández, A., & Flavián, M. (2023). Influencer marketing on TikTok: The effectiveness of humor and followers' hedonic experience. *Journal of Retailing and Consumer Services, 70,* 103149. https://doi.org/10.1016/j.jretconser.2022.103149

Chetioui, Y., Benlafqih, H., & Lebdaoui, H. (2020). How fashion influencers contribute to consumers' purchase intention. *Journal of Fashion Marketing and Management: An International Journal, 24*(3), 361-380. https://doi.org/10.1108/JFMM-08-2019-0157

Dangl, V. (2017). *Social media influencer marketing: An empirical study on brand sponsorships and the effects on credibility of social media influencers in the fitness industry.* Epub JKU. https://epub.jku.at/obvulihs/content/titleinfo/2079316

Deges, F. (2018). *Quick Guide Influencer Marketing*. Springer Gebler Wiesbaden.

Dwinanda, B., Syaripuddin, F. A., & Hendriana, E. (2022). Examining the extended advertising value model: A case of tiktok short video ads. *Mediterranean Journal of Social & Behavioral Research, 6*(2), 35-44. https://doi.org/10.30935/mjosbr/11820

Fowler, K., & Thomas, V. L. (2023). Influencer marketing: A scoping review and a look ahead. *Journal of Marketing Management, 39*(11-12), 933-964. https://doi.org/10.1080/0267257X.2022.2157038

Ghozali, I. (2019). *Desain Penelitian Kualitatif dan Kuantitatif [Qualitative and Quantitative Research Design]*. Universitas Diponegoro.

Haryani, D. S., Yulius, Y., & Limakrisna, N. (2023). The influence of viral marketing and celebrity endorser on the purchase intention of Skintific products in Tanjungpinang. *International Journal of Advanced Multidisciplinary, 2*(2), 542-550. https://doi.org/10.38035/ijam.v2i2.334

Hermawan, D. (2020). Influencer marketing in digital era: Does it really works?. *International Journal of Management, Entrepreneurship, Social Science and Humanities, 3*(2), 50-67. https://doi.org/10.31098/ijmesh.v3i2.260

Hidayah, R. T., Adriansyah, I., & Utami, E. M. (2024). The influence of TikTok EWOM on purchase intentions for the Originote skincare products. *Asean International Journal of Business, 3*(2), 141-153. https://doi.org/10.54099/aijb.v3i2.1017

Ho, V. T., Phan, N. T., & Le-Hoang, P. V. (2021). Impact of electronic word of mouth to the purchase intention-the case of Instagram. *Independent Journal of Management & Production, 12*(4), 1019-1033. https://doi.org/10.14807/ijmp.v12i4.1336

Indrawati, I., & Rizqullah, M. R. (2022). The influence of viral marketing through tiktok on consumer attitude at Shopee. *Journal Of Global Business and Management Review, 4*(1), 66-80. https://doi.org/10.37253/jgbmr.v4i1.6369

Irwansyah, M. R., Devi, S., & Dewi, L. G. K. (2019, November). The influence of viral marketing on online purchasing decisions of students. In *International Conference on Tourism, Economics, Accounting, Management, and Social Science (TEAMS 19)* (pp. 111-116). Atlantis Press. https://doi.org/10.2991/teams-19.2019.21

Japarianto, E., & Adelia, S. (2020). Pengaruh tampilan web dan harga terhadap minat beli dengan kepercayaan sebagai intervening variable pada e-commerce Shopee [The influence of web appearance and price on purchase interest with trust as an intervening variable on Shopee e-commerce]. *Jurnal Manajemen Pemasaran, 14*(1), 35-43. https://doi.org/10.9744/pemasaran.14.1.35-43

Juliana, H. (2023). Pengaruh siaran langsung dan manfaat yang dirasakan terhadap niat beli melalui kepercayaan konsumen pada aplikasi Tiktok Shop [The influence of live broadcasts and perceived benefits on purchase intentions through consumer trust in the Tiktok Shop application]. *SINOMIKA Journal: Publikasi Ilmiah Bidang Ekonomi Dan Akuntansi, 1*(6), 1517-1538. https://doi.org/10.54443/sinomika.v1i6.754

Kompas. (2023, February 28). *Skintific Sukses Raih Beragam Penghargaan Dan Jadi Skincare Banyak Dicari [Skintific Successfully Wins Various Awards and Becomes a Skincare Product That is Much Sought After]*. Kompas. https://www.kompas.id/baca/adv_post/skintific-sukses-raih-beragam-penghargaan-dan-jadi-skincare-banyak-dicari

Leong, C. M., Loi, A. M. W., & Woon, S. (2022). The influence of social media eWOM information on purchase intention. *Journal of Marketing Analytics, 10*(2), 145-157. https://doi.org/10.1057/s41270-021-00132-9

Lim, X. J., Radzol, A. M., Cheah, J., & Wong, M. W. (2017). The impact of social media influencers on purchase intention and the mediation effect of customer attitude. *Asian Journal of Business Research, 7*(2), 19-36. https://doi.org/10.14707/ajbr.170035

Liu, H. H., & Wang, Y. N. (2019). Interrelationships between viral marketing and purchase intention via customer-based brand equity. *Journal of Business and Management Sciences, 7*(2), 72-83. http://dx.doi.org/10.12691/jbms-7-2-3

Lombogia, S. C., Tumbuan, W. J. A., & Saerang, R. T. (2024). The influence of celebrity endorsement and content marketing on purchase intention of Skintific products at TikTok Shop. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi, 12*(03), 1677-1687. https://doi.org/10.35794/emba.v12i03.58498

Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. *Journal of Interactive Advertising, 19*(1), 58-73. https://doi.org/10.1080/15252019.2018.1533501

Müller, L., Mattke, J., & Maier, C. (2018). Exploring the effect of influencer marketing on purchase intention. *AMCIS 2018 Proceedings, 29*.

Murni, D., & Salim, M. (2024). The mediating role of trust in the influence of viral marketing and online consumer reviews on purchasing decisions Skintific product in TikTok. *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi dan Bisnis, 12*(1), 487-498. https://doi.org/10.37676/ekombis.v12i1.4971

Musa, A., Baharuddin, F. N., Antara, P. M., Selamat, S. M., Mohd, R. M. D., & Beta, A. A. (2024). Viral marketing and social media influencer roles in purchasing skincare product: A conceptual paper. *International Journal of Academic Research in Business and Social Sciences, 14*(5). http://dx.doi.org/10.6007/IJARBSS/v14-i5/21619

Nabila, A. N., Krisdianto, D., & Widayawati, E. (2023). Pengaruh potongan harga dan electronic word of mouth (e-wom) pada minat beli konsumen tiktok shop (studi

pada mahasiswa Fakultas Ekonomi dan Bisnis Universitas Islam Malang angkatan 2019). *JIAGABI (Jurnal Ilmu Administrasi Niaga/Bisnis), 14*(2), 10-18.

Nosita, F., & Lestari, T. (2019). The influence of user generated content and purchase intention on beauty products. *Journal of Management Marketing Review, 4*(3), 171-183.

Prihartini, D., & Damastuti, R. (2022). Pengaruh e-WOM terhadap Minat Beli Skincare Lokal pada Followers Twitter@ ohmybeautybank [The Influence of e-WOM on Purchase Interest of Local Skincare on Twitter Followers@ ohmybeautybank]. *Calathu: Jurnal Ilmu Komunikasi, 4*(1), 56-67. https://doi.org/10.37715/calathu.v4i1.2724

Rahmiati, F., Nugraha, R., & Prayoga, T. Z. (2023). Workshop on tourism service quality for tourist satisfaction and return visits. *Asia Pacific Journal of Management and Education, 6*(3), 30-44. https://doi.org/10.32535/apjme.v6i3.1634

Ramadanty, S., Muqarrabin, A. M., Nita, W. A., & Syafganti, I. (2020). Examining the effect of persuasive message of beauty vloggers on information acceptance of ewom and purchase intention: The study of consumers of beauty products in Jabodetabek, Indonesia. *Pertanika Journal of Social Science & Humanities, 28*(2), 763-775.

Ramadhan, M., Astuti, H. J., Rahmawati, E., & Ikhsani, M. M. (2024). The effect of influencer marketing, viral marketing and customer engagement on purchase intention at Bloods Store in Purwokerto. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi, 8*(1), 1470-1484. https://doi.org/10.31955/mea.v8i1.3868

Ramadhany, D. A., Ariyani, D. N., Pandey, M. K., Pandey, R., Singh, P., Hanif, M., ... & Kumari, M. (2024). The Influence of green marketing on the revenues and firm value of companies in Asia. *Asia Pacific Journal of Management and Education, 7*(1), 141-155. https://doi.org/10.32535/apjme.v7i1.2948

Riduwan, R. (2018). *Skala Pengukuran Variabel-Variabel Penelitian [Measurement Scale of Research Variables]*. Alfabeta.

Rukmana, I. D. (2022, July 13). *Pelembap Wajah Terlaris 2022, Berikut 10 Top Brand dengan Angka Market Share Tertinggi! [Best-Selling Facial Moisturizers 2022, Here are the 10 Top Brands with the Highest Market Share!]*. Compas. https://compas.co.id/article/top-brand-pelembap-wajah-market-share/

Rukuni, T. F., Shaw, G., Chetty, Y., Kgama, P., Kekana, P., & Rogers, K. (2017). Viral marketing strategies and customer buying behavioural intentions at retail store in Johannesburg. *Business Management and Strategy, 8*(1), 59-83. https://doi.org/10.5296/bms.v8i1.10676

Sakinatun, F. A. (2023). Pengaruh celebrity endorsement dan harga terhadap minat beli konsumen (studi empiris pada konsumen pengguna TikTok Shop di wilayah Surakarta) [The influence of celebrity endorsement and price on consumer purchasing interest (an empirical study of consumers using TikTok Shop in the Surakarta area)]. *Jurnal Media Wahana Ekonomika, 20*(2), 242-254. https://doi.org/10.31851/jmwe.v20i2.12056

Saima, & Khan, M. A. (2020). Effect of social media influencer marketing on consumers' purchase intention and the mediating role of credibility. *Journal of Promotion Management, 27*(4), 503-523. https://doi.org/10.1080/10496491.2020.1851847

Wang, S. L., & Lan, N. T. N. (2018). A study on the attitude of customer towards viral video advertising on social media: A case study in Viet Nam. *The International Journal of Engineering and Science, 7*(6), 54-60. https://doi.org/10.9790/1813-0706035460

Wei, C. C. J., Xuan, D., Ziru, C., & Jingru, C. (2023). GrabFood - The impact of electronic coupons on consumer's purchasing power. *Asia Pasific Journal of Management and Education, 6*(3), 59-74. https://doi.org/10.32535/apjme.v6i3.2666

## ABOUT THE AUTHOR(S)

**1st Author**
Ali Nur Hakiki is a student of the S1 Management study program at Islamic University 45 Bekasi who now works as a Finance Staff at PT Anugerah Kreasi Gemilang.

**2nd Author**
Kurniawati Mulyanti is a lecturer in the S1 Management study program at Islamic University 45 Bekasi. Her research focuses on Marketing Management and operational management. She earned her M.M degree at the IPWI Jakarta College of Economics. https://orcid.org/0090-0061-7220-431, email: kurniawatimulyanti@gmail.com

**3rd Author**
Luthpiyah Juliandara is a lecturer nd department head of the S1 Management study program at Islamic University 45 Bekasi, her research focuses on Marketing Management and operational management. She earned her M.M degree at the School of Business, IPB University. https://orcid.org/0000-0001-9389-5867, email: luthpiyah@gmail.com

**4th Author**
Evi Mafriningsianti is a lecturer in the S1 Management study program at Universitas Islam 45 Bekasi and chairperson of the DPP (PUAN) Perempuan Amanat Nasional. Her research focuses on Marketing Management and Human Resource Management. She earned her M.M degree at the Ganesha College of Economics. https://orcid.org/0009-0008-3139-5208 Email: evimarfrin@gmail.com