

When TikTok Shapes Purchase Decisions: Glow Up Trends, Influencer Marketing, and Brand Image on Wardah Sunscreen

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Abstract

Although Indonesia's economy has fluctuated and sales in many sectors have declined, the beauty industry has continued to grow, even during the 2021 pandemic. This condition indicates that economic factors and digital trends on TikTok affect purchase decisions. The glow up trend can stimulate purchase decisions, influencer marketing helps build consumer trust, and brand image shapes consumer perceptions, while purchase decisions represent the act of choosing and buying products. This study aims to examine the effects of the TikTok glow up trend, influencer marketing, and brand image on consumers' purchase decisions regarding Wardah sunscreen on TikTok. This research employed a quantitative approach using both primary and secondary data. Primary data were collected through the distribution of questionnaires to 100 respondents, while secondary data were obtained from various supporting sources. The data analysis techniques included validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, partial t-tests, and the coefficient of determination (R^2). These analyses were conducted to process and interpret the research data. The results show that the TikTok glow up trend has a positive and significant effect on consumers' purchase decisions for Wardah sunscreen, indicating that H1 is accepted. Influencer marketing also has a positive and significant effect on consumers' purchase decisions for Wardah sunscreen on TikTok, indicating that H2 is accepted. In addition, brand image has a positive and significant effect on purchase decisions, indicating that H3 is accepted.

Keywords: TikTok glow up trend, influencer marketing, brand image, purchase decision, and Wardah sunscreen

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INTRODUCTION

The rapid growth of digital media has substantially transformed consumer behavior, particularly within the beauty and personal care sector. Despite the recent slowdown of Indonesia's economic growth, the personal care industry has continued to perform positively (Santika, 2025). This trend suggests that consumer demand for personal care products, including sunscreen, remains relatively resilient and continues to grow. Sunscreen, as a facial care product, has strong market demand in Indonesia, largely influenced by the country's tropical climate, which leads to prolonged

sun exposure throughout the year. Empirical sales data indicate that although the sunscreen category experiences periodic fluctuations, it still shows overall growth, especially across e-commerce platforms (Andini, 2024). Within this competitive landscape, Wardah has established itself as a prominent local brand, achieving high sales volumes and securing a dominant position in the online sunscreen market (Muhammad, 2025).

With the growing intensity of digital media use, TikTok has become one of the most influential social media platforms in shaping consumer behavior. Beyond serving as a source of entertainment, TikTok also functions as an important medium for information dissemination and as a key reference point for consumers before making purchasing decisions (Krisdanu & Kiranastari Asoka Sumantri, 2023). One phenomenon that has gained prominence on TikTok is the glow up trend, which features content showcasing appearance transformations through self-care routines and the use of beauty products. The high exposure of content tagged with #glowup indicates that this trend has strong appeal and the potential to shape consumer perceptions and preferences (Rahma & Idrus, 2022).

In addition to the prominence of content trends, influencer marketing has emerged as a widely utilized strategy by beauty brands on TikTok. Influencers are generally viewed as individuals with social influence who can build audience trust through personalized and persuasive content (Ariasih & Putra, 2022). Numerous studies have demonstrated that influencer marketing can influence consumers' purchase decisions; however, existing empirical findings remain inconclusive, with some studies reporting significant effects while others find no statistically significant partial effect.

Brand image is also an important factor in the consumer purchase decision-making process. Philip Kotler and Kevin Lane Keller (1993) conceptualize brand image as a collection of perceptions and associations rooted in consumers' memory (Suryanisari & Lestari, 2019). Customer engagement with a brand can shape positive perceptions of that brand. When consumers have a pleasant experience and develop an emotional connection with a brand, they tend to rate it highly, which ultimately shapes the brand image. A positive brand image is a vital asset for a company because it can increase consumer trust and encourage purchasing decisions (Kudadiri et al., 2024).

Research on the factors influencing purchasing decisions, particularly in the beauty sector, has been conducted extensively; however, most studies remain focused on conventional platforms and have not fully considered specific content trend phenomena. Previous studies tend to examine influencer marketing and brand image separately, without integrating these variables with the glow up trend emerging on algorithm-based video platforms such as TikTok. Furthermore, research that specifically addresses the glow-up trend as a variable influencing consumer behavior remains scarce, although this trend has been associated with increased demand for skin care products, including sunscreen, which is essential for protecting skin from sun exposure. Additionally, studies that position local beauty brands such as Wardah as the primary focus of research remain limited. Based on these gaps, this study presents novelty in three main aspects: first, operationalizing the TikTok glow up trend as a measurable independent variable within a purchasing decision model; second, simultaneously integrating three variables the TikTok glow up trend, influencer marketing, and brand image into a single analytical framework; and third, providing empirical contributions regarding the consumer behavior of followers of the @wardahbeautyofficial account within the context of TikTok social commerce, which has emerged as one of the fastest-growing digital markets.

LITERATURE REVIEW AND HYPOTHESES

Purchase Decision

The purchase decision refers to the series of processes consumers conduct to select a product or service, beginning with need recognition and extending to post-purchase evaluation. Philip Kotler and Gary Armstrong explain that purchase decisions are shaped by various determinants, including psychological and social factors, as well as information consumers acquire through media exposure (Zusrony, 2020).

In the context of digital marketing, purchase decisions are increasingly shaped by exposure to social media content that influences consumer perceptions and preferences. In the beauty industry,

purchase decisions have distinctive characteristics because they are closely related to trust in product quality and safety. As a result, consumers tend to seek additional references and information before making a purchase decision.

TikTok Glow Up Trend

The glow up trend is a digital content phenomenon that showcases appearance transformations through self-care routines and beauty products. Rahma and Idrus (2022) state that the glow-up trend has emerged as a representation of idealized appearance standards that are widely referenced by social media users (Rahma & Idrus, 2022).

Repeated visual exposure to glow up content on TikTok can shape consumers' perceptions of the need for specific beauty products. This exposure may encourage consumers to imitate the transformation processes displayed in the content, including making purchase decisions for skincare products such as sunscreen.

Influencer Marketing

Influencer marketing is defined as a marketing strategy that uses individuals with substantial social influence to communicate promotional messages to target audiences. Influencers are often perceived as opinion leaders who can build trust with their audiences, which increases audience acceptance of the messages they deliver (Ariasih & Putra, 2022).

The effectiveness of a message is strongly influenced by the credibility of its source. The higher the credibility of the message source, the greater the likelihood that the message will be accepted and trusted by the audience. Influencers who are perceived as highly credible can shape positive consumer attitudes toward the products they promote (Carl I. Hovland, 1953)

Brand Image

Brand image is conceptualized as a collection of perceptions and associations rooted in consumers' minds toward a particular brand. A favorable brand image can strengthen consumer trust and increase their preference for purchasing the brand's products (Suryanisari & Lestari, 2019).

Furthermore, brand image is shaped by strong, favorable, and unique associations that affect how consumers evaluate a brand. A positive brand image can enhance consumer confidence and minimize perceived risk when making purchase decisions (Keller, 1993).

Wardah Sunscreen

Wardah is one of the leading local cosmetics and skincare brands under PT Paragon Technology and Innovation, with high top-of-mind brand awareness and widespread use among Indonesian consumers. In the skin protection category, Wardah offers various sunscreen variants with different SPF levels tailored to consumer needs, including SPF 30 PA++, SPF 45 PA++, and SPF 50 PA++.

The variation in SPF levels reflects differences in formulations and the level of protection against sun exposure, with higher SPF values indicating optimal protection from harmful ultraviolet radiation (Nur Afifah, 2024).

Figure 1. Wardah Sunscreen Products



Source: Tribunnews.com

The Effect of TikTok Glow Up Trend on Purchase Decision

The relationship between the TikTok glow up trend and purchase decisions can be understood through the Theory of Planned Behavior, which posits that consumer attitudes play a fundamental role in shaping purchase intentions and ultimately affect purchase decision-making behavior (Ajzen,

1991). Exposure to glow up content on TikTok fosters positive consumer attitudes by reinforcing beliefs in the benefits and positive outcomes of using the featured beauty products. This exposure encourages consumers to imitate the displayed behavior, including making purchasing decisions for skincare products such as Wardah sunscreen.

Based on the results of a study conducted by Poh et al. (2024), the TikTok “Glow Up” trend has been shown to have a positive and significant impact on consumer purchase intent (Poh et al., 2024). Furthermore, research conducted by Simanungkalit et al. (2023) found that the “glow up” trend, whether considered partially or simultaneously, had a positive and significant effect on the purchase intent for cosmetic products among boarding house residents in the Padang Bulan area (Simanungkalit et al., 2023). The results of various studies indicate that the TikTok “glow up” trend generally has a positive effect on purchasing decisions. Therefore, the researchers formulated the following hypothesis.

H1: The TikTok glow up trend has a positive and significant effect on the purchase decision of Wardah sunscreen.

The Effect of Influencer Marketing on Purchase Decision

The effect of influencer marketing on purchase decisions can be understood through the Source Credibility Theory, which states that a message's effectiveness is largely determined by the credibility of its source, particularly its expertise and trustworthiness (Carl I. Hovland, 1953). Influencers with high credibility are better able to build audience trust, thereby making product recommendations more persuasive and strengthening consumers' confidence when making purchase decisions.

Based on research by Putri et al. (2023), influencer marketing had a positive and significant effect on purchasing decisions for Pond's products in Semarang (Putri et al., 2023). Additionally, research by Lengkawati and Saputra (2021) also found that influencer marketing has a positive and significant effect on consumers' purchasing decisions for Elzatta Hijab products in Garut (Lengkawati & Saputra, 2021). The results of these two studies indicate that influencer marketing plays a crucial role in shaping consumer purchasing decisions. Therefore, the researchers formulated the following hypothesis.

H2: Influencer marketing has a positive and significant effect on the purchase decision for Wardah sunscreen.

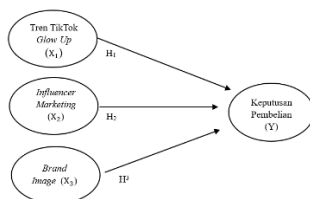
The Effect of Brand Image on Purchase Decision

The influence of brand image on purchase decisions can be explained from the perspective of Kevin Lane Keller, who conceptualizes brand image as a set of strong, favorable, and unique brand associations rooted in consumers' minds (Keller, 1993). A positive brand image can strengthen consumer trust and confidence in product quality, thereby increasing the likelihood that consumers will make purchase decisions.

Research conducted by Dairina and Sanjaya (2022) shows that brand image had a positive and significant effect on purchasing decisions for Converse products in Lampung (Laila Dairina, 2022). In addition, research by Adiyanto et al. (2025) shows that a positive brand image, which includes perceptions of a company's quality, innovation, and social responsibility, had a significant effect on consumer purchasing decisions (Adiyanto et al., 2025). Previous research indicates that most studies have found that brand image affects purchasing decisions. Therefore, the researchers formulated the following hypothesis.

H3: Brand image has a positive and significant effect on the purchase decision for Wardah sunscreen.

.Figure 2. Conceptual Framework



Source: Author’s elaboration

METHODS

The analytical technique applied was multiple linear regression, which assesses the effect of multiple independent variables on a single dependent variable. This method was chosen because it can determine both the direction and magnitude of the effect of each independent variable, partially and simultaneously. Moreover, multiple linear regression is suitable for research that tests causal relationships among variables, provided that the required statistical assumptions, including normally distributed residuals, are met.

Data were collected through structured questionnaires distributed via Google Forms, containing question items related to the topic. The research instrument was designed using a five-point Likert scale, requiring respondents to indicate their level of agreement with each statement provided. The scale ranged from 1 (strongly disagree) to 5 (strongly agree), enabling a more comprehensive representation of variations in respondents’ perceptions, attitudes, and behaviors.

To determine the appropriate sampling technique, this study employed a non-probability sampling method, specifically purposive sampling, based on several predefined criteria: (1) individuals who follow the @wardahbeautyofficial TikTok account, and (2) individuals who have purchased Wardah sunscreen at least once. This population was selected because they identified respondents who were directly exposed to Wardah’s digital marketing activities, including promotions through creative content, influencer collaborations, and brand awareness campaigns. Selecting followers of this account was considered appropriate given that TikTok is one of the most popular social media platforms today. This made the population selection more targeted and allowed the researcher to gain a deeper understanding of Wardah sunscreen consumers’ behavior in the context of digital marketing.

Because the total population size could not be accurately determined, the sample size was calculated using the guideline proposed by Hair et al., as cited in Nasution (2024), which suggests that the minimum sample size should be between 5 to 10 times the number of indicators used in the research. This study utilizes 14 indicators across four variables. Accordingly, the minimum required sample size is $14 \times 5 = 70$ respondents, while the recommended sample size is $14 \times 10 = 140$ respondents. A total of 100 respondents were obtained in this study, exceeding the minimum requirement suggested by Hair et al. (2010), indicating that the sample size is sufficient for subsequent data analysis.

RESULT AND DISCUSSION

The respondents in this study were followers of the @wardahbeautyofficial TikTok account, with 100 individuals participating as respondents. The following section provides an overview of the respondents’ general characteristics.

Table 1. Respondent Profile

| Demographic characteristics | Category | Freq. |
|------------------------------------|----------|-------|
| Gender | Male | 14 |
| | Female | 86 |
| Have you ever purchased a product? | Yes | 100 |
| | No | 0 |
| How many times have you | 1 time | 15 |

| | | |
|-----------------------|-----------------------|-----|
| made a purchase? | 2 times | 28 |
| | More than three times | 57 |
| Do you follow the | Yes | 100 |
| @wardahbeautyofficial | No | 0 |
| TikTok account? | | |

Based on the results of the descriptive statistical analysis, the purchase decision variable had the highest mean value of 33.52, followed by the TikTok glow up trend with a mean score of 32.76. In contrast, the brand image and influencer marketing variables had lower mean values of 25.51 and 24.21, respectively.

Table 2. Descriptive Statistics

| | TikTok Glow Up Trend | Influencer Marketing | Brand Image | Purchase Decision |
|----------|-------------------------|-------------------------|----------------|----------------------|
| Mean | 32.76 | 24.21 | 25.51 | 33.52 |
| Std. Dev | 4.463 | 3.825 | 3.040 | 3.586 |
| Minimum | 22 | 13 | 17 | 24 |
| Maximum | 40 | 30 | 30 | 39 |

The data analysis procedure commenced with classical assumption testing, particularly to verify that the research data were normally distributed. The findings showed that the data met the normality requirement. Furthermore, validity and reliability tests were performed on the questionnaire instrument to ensure its adequacy.

The validity test showed that each item is considered valid if the calculated correlation coefficient (r calculated) exceeds the critical value of r table (0.196). Meanwhile, the reliability test indicated that a variable is considered reliable if its Cronbach's Alpha coefficient is greater than 0.60. It can be concluded that the research instrument used in this study is considered valid and reliable (Matondang, 2009)

Table 3. Output of the Reliability and Validity Test

| | Cronbach's Alpha Threshold | Cronbach's Alpha | r calculated | Conclusion |
|--|----------------------------------|---------------------|-----------------|-----------------|
| TikTok "Glow Up" Trend (X1) | 0.600 | 0.817 | | Reliable |
| I'm interested in watching "before and after" transformation content on TikTok. | | | 0.636 | Valid |
| I'm interested in trying skin and body care routines after seeing the "glow up" trend on TikTok. | | | 0.665 | Valid |
| I feel more motivated to take better care of myself after seeing that trend. | | | 0.630 | Valid |

| | Cronbach's Alpha Threshold | Cronbach's Alpha | r calculated | Conclusion |
|--|----------------------------------|---------------------|-----------------|-----------------|
| I feel like the "glow up" trend has made me more aware of my appearance. | | | 0.512 | Valid |
| I feel like the "glow up" trend has made me more confident. | | | 0.724 | Valid |
| I feel more energized after following the "glow up" trend. | | | 0.771 | Valid |
| I'm interested in following the "glow up" trend on TikTok. | | | 0.737 | Valid |
| I want to create "glow up" content like the kind I often see on TikTok. | | | 0.645 | Valid |
| Influencer Marketing (X2) | 0.600 | 0,839 | | Reliabel |
| The influencer's appearance made me want to buy the product. | | | 0.773 | Valid |
| The influencer's communication style made the product look appealing | | | 0.746 | Valid |
| I trust product recommendations from influencers. | | | 0.776 | Valid |
| I believe that influencers are honest when giving product reviews. | | | 0.803 | Valid |
| The influencer's explanation helped me understand the promoted product more clearly. | | | 0.665 | Valid |
| The influencer's explanation helped me better understand the product. | | | 0.722 | Valid |
| Brand Image (X3) | 0.600 | 0.781 | | Reliable |
| I know Wardah sunscreen is popular. | | | 0.717 | Valid |
| I'm familiar with Wardah sunscreen because I often see it in various places. | | | 0.577 | Valid |
| I feel that Wardah sunscreen has unique qualities that distinguish it from other brands. | | | 0.716 | Valid |

| | Cronbach's Alpha Threshold | Cronbach's Alpha | r calculated | Conclusion |
|--|----------------------------|------------------|--------------|-----------------|
| I think Wardah sunscreen has a brand identity that is easy to remember. | | | 0,584 | Valid |
| Wardah sunscreen products offer greater benefits than sunscreen from other brands. | | | 0.779 | Valid |
| Wardah's sunscreen products meet my expectations. | | | 0.752 | Valid |
| | 0.600 | 0.697 | | Reliable |
| I'm confident that Wardah sunscreen is the right choice for me. | | | 0.635 | Valid |
| I believe Wardah sunscreen meets my needs. | | | 0.661 | Valid |
| I'm definitely choosing Wardah sunscreen over other brands. | | | 0.678 | Valid |
| I didn't hesitate to buy Wardah sunscreen. | | | 0.547 | Valid |
| I'm willing to buy Wardah sunscreen again once I run out. | | | 0.511 | Valid |
| I'm so satisfied that I want to use Wardah sunscreen. | | | 0.616 | Valid |
| I'm happy to recommend Wardah sunscreen to others. | | | 0.432 | Valid |
| I believe other consumers would also be satisfied with Wardah sunscreen. | | | 0.432 | Valid |

The results of the validity test reveal that all statement items for each variable had r-calculated values exceeding the r-table threshold ($\alpha = 0.196$), indicating that all indicators are valid and suitable for use in this study. In addition, the reliability test results show that all variables possess Cronbach's Alpha coefficients greater than 0.60. Thus, it can be concluded that the research instrument was reliable and able to measure the variables examined consistently.

Results of The Classical Assumption Test

In this study, several classical assumption tests were performed, including the normality test, multicollinearity test, and heteroskedasticity test.

Table 4. The Result of Data Normality

| One-Sample Kolmogorov-Smirnov Test | Unstandardized Residual |
|------------------------------------|-------------------------|
|------------------------------------|-------------------------|

| | | |
|----------------------------------|--------------------------|-------------------|
| N | | 100 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 3.18879683 |
| | Most Extreme Differences | |
| Test Statistic | Absolute | .083 |
| | Positive | .083 |
| | Negative | -.069 |
| Asymp. Sig. (2-tailed) | | .083 |
| a. Test distribution is Normal. | | .089 ^c |

b. Calculated from data.

c. Lilliefors Significance Correction.

Based on the results of the normality test using the Kolmogorov–Smirnov method, the significance value was 0.089, exceeding the 0.05 threshold. This finding indicates that the data were normally distributed and met the normality assumption required for regression analysis.

Table 5. The Result of Multicollinearity

| | | Coefficients ^a | | | | | Collinearity | |
|-------|---|-----------------------------|------------|---------------------------|--------|------------|--------------|-------|
| | | Unstandardized Coefficients | | Standardized Coefficients | | Statistics | | |
| Model | | B | Std. Error | Beta | t | Sig. | Tolerance | VIF |
| 1 | (Constant) | 2.596 | .758 | | 3.427 | <.001 | | |
| | TikTok “Glow Up” Trend Influencer Marketing Brand Image | .070 | .023 | .087 | 3.085 | .003 | .643 | 1.554 |
| | | .165 | .028 | .176 | 5.887 | <.001 | .574 | 1.741 |
| | | .965 | .033 | .818 | 29.401 | <.001 | .664 | 1.505 |

The results of the multicollinearity test indicate that all independent variables had tolerance values greater than 0.10 and Variance Inflation Factor (VIF) values below 10. Therefore, the regression model did not indicate any multicollinearity problem among the independent variables.

Table 6. Results of the Heteroscedasticity Test

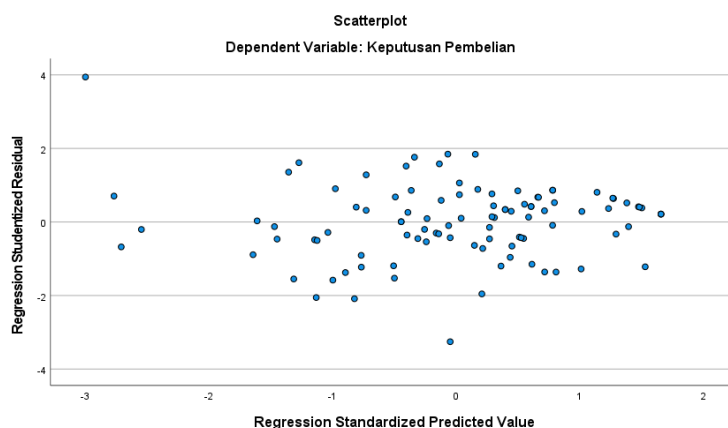
| | | Coefficients ^a | | | | |
|-------|------------------|-----------------------------|------------|---------------------------|-------|-------|
| | | Unstandardized Coefficients | | Standardized Coefficients | | |
| Model | | B | Std. Error | Beta | T | Sig. |
| 1 | (Constant) | 6.986 | 1.849 | | 3.778 | <.001 |
| | TikTok “Glow Up” | .074 | .055 | .158 | 1.328 | .187 |

| Trend | | | | | |
|----------------------|-------|------|-------|---------|------|
| Influencer Marketing | -.156 | .069 | -.287 | -.2.275 | .025 |
| Brand Image | -.126 | .080 | -.185 | -1.574 | .119 |

a. Dependent Variable: ABS_RES

The results of the heteroscedasticity test using the Glejser method show that the significance values for the TikTok “Glow Up” trend variable were 0.187, for influencer marketing were 0.025, and for brand image were 0.119. Since the significance value for the Influencer Marketing variable was less than 0.05, the regression model was heteroscedastic. Meanwhile, the TikTok “Glow Up” trend and Brand Image variables showed no indication of heteroscedasticity, as their p-values were above 0.05.

Figure 2. Results of the scatterplot analysis



On the other hand, the scatterplot showed that the residual points were randomly distributed around the zero line and did not form a clear pattern. This indicates that the model did not show clear visual signs of significant heteroscedasticity. Considering both results, although the Glejser test indicated heteroscedasticity in the Influencer Marketing variable, the residual distribution in the scatterplot was still considered random. Therefore, the regression model can still be used and was considered sufficiently valid to support further analysis.

Result of Multiple Linear

Multiple linear regression analysis was used to investigate the effects of the independent variables (X) on the dependent variable (Y). This analytical approach yields a regression equation that quantifies the effect of the independent variables on the dependent variable.

Table 7. Result of Multiple Linear Regression Analysis

| | | Coefficients ^a | | | |
|-------|------------------------|-----------------------------|---------------------------|---------------------------|--------------|
| | | Unstandardized Coefficients | | Standardized Coefficients | |
| Model | | B | Standardized Coefficients | Beta | T Sig. |
| 1 | (Constant) | 2.596 | .758 | | 3.427 <.001 |
| | TikTok “Glow Up” Trend | .070 | .023 | .087 | 3.085 .003 |
| | Influencer Marketing | .165 | .028 | .176 | 5.887 <.001 |
| | Brand Image | .965 | .033 | .818 | 29.401 <.001 |

Based on the results of the multiple linear regression analysis, the regression equation obtained is as follows:

$$\text{Purchase Decision (Y)} = 2.596 + 0.070X_1 + 0.165X_2 + 0.965X_3 + e.$$

The findings reveal that all independent variables significantly affect the dependent variable, as indicated by significance values below 0.05. Moreover, the positive coefficients in the regression model indicate a positive relationship, implying that increases in the independent variables are associated with an increase in Purchase Decisions.

Results of The Hypothesis Test

The data verification process in this study was carried out through hypothesis testing, including analysis of the coefficient of determination and t-test results.

Table 8. Results of the Coefficient of Determination Test (R^2 Test)

| Model Summary | | | | |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R-Square | Std. Error of the Estimate |
| 1 | .975 ^a | .951 | .949 | .810 |

The coefficient of determination test yields 0.949 (94.9%). This suggests that the independent variables—TikTok glow up trend (X1), influencer marketing (X2), and brand image (X3)—collectively account for 94.9% of the variation in the purchase decision variable (Y). The remaining 5.1% is explained by other factors not included in the research model.

Results of The Partial Test

The partial test was performed to assess whether each independent variable (X) had a significant effect on the dependent variable (Y) after controlling for the other independent variables.

Table 9. Partial Test Results

| Coefficients ^a | | | | | |
|---------------------------|----------------------|-----------------------------|---------------------------|------|---------------|
| | | Unstandardized Coefficients | Standardized Coefficients | | |
| Model | | B | Standardized Coefficients | Beta | T Sig. |
| 1 | (Constant) | 2.596 | .758 | | 3.427 < .001 |
| | TikTok Glow Up Trend | .070 | .023 | .087 | 3.085 .003 |
| | Influencer Marketing | .165 | .028 | .176 | 5.887 < .001 |
| | Brand Image | .965 | .033 | .818 | 29.401 < .001 |

The results of the partial test reveal that the TikTok glow up trend variable had a regression coefficient of 0.070 and a significance value of 0.003 (< 0.05), indicating a significant effect on purchase decisions. The influencer marketing variable had a regression coefficient of 0.165 with a significance value < 0.001 , indicating a significant effect on Purchase Decisions. Meanwhile, the Brand Image variable had the highest regression coefficient, 0.965, with a significance value < 0.001 . Thus, it can be concluded that brand image was the most dominant factor affecting purchase decisions.

Results of the F-Test (Simultaneous Parameter Significance)

A simultaneous test is used to determine whether all independent variables in a regression model have a combined effect on the dependent variable.

Table 11. Results of The F-Test

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|----|-------------|---------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 1210.286 | 3 | 403.429 | 615.558 | .000 ^b |
| | Residual | 62.917 | 96 | .655 | | |
| | Total | 1273.203 | 99 | | | |

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Brand Image, TikTok Glow Up Trend, Influencer Marketing

Based on the results of the F-test, the calculated F-value is 615.558, which is greater than the table F-value of 2.698 ($615.558 > 2.698$). In addition, the significance value obtained is 0.000, which is less than 0.05 ($0.000 < 0.05$). These findings indicate that the TikTok “glow up” trend (X1), influencer marketing (X2), and brand image (X3) collectively have a simultaneous, positive, and significant effect on purchase decisions (Y).

Discussion on the Effect of TikTok Glow Up Trend on Purchase Decisions

The findings of this study show that the TikTok Glow Up Trend had a positive and significant effect on consumers’ purchasing decisions for Wardah sunscreen. This suggests that exposure to TikTok content about visual transformations helps shape more favorable consumer perceptions of beauty products. Content that showcases tangible results of product use offers a clearer depiction of the product’s benefits. This may encourage consumers to imitate the behavior depicted in the content, which affects their purchase decisions.

Theoretically, these findings are consistent with the Theory of Planned Behavior proposed by Icek Ajzen (1991), which explains that attitudes, subjective norms, and perceived behavioral control collectively shape an individual’s behavioral intentions, including purchase decisions. In this context, glow up content on TikTok contributes to forming positive consumer attitudes toward products through tangible visual evidence (Ajzen, 1991). This phenomenon can also be interpreted through Social Comparison Theory, proposed by Leon Festinger (1954), which suggests that individuals tend to compare themselves with idealized images portrayed in the media. Such comparisons can motivate consumers to attain similar standards, which, in this context, is reflected in their purchase decisions (Festinger, 1954).

Moreover, TikTok’s content virality mechanism strengthens the effect of subjective norms within the framework of the Theory of Planned Behavior. The large number of views, likes, and comments on glow-up content creates a form of social pressure that encourages consumers to follow prevailing beauty trends. This finding suggests that short-form video-based social media platforms, such as TikTok, function not only as marketing tools but also as influential agents for shaping social norms that affect consumer behavior, particularly in the beauty product sector.

Discussion on the Effect of Influencer Marketing on Purchase Decision

Influencer marketing had a positive and significant effect on consumers’ purchase decisions. These findings indicate that influencers with high levels of credibility and trustworthiness can increase consumer confidence in the products they promote. Recommendations based on influencers’

personal experiences make marketing messages appear more authentic and persuasive, thereby increasing their effectiveness in shaping consumers' purchasing decisions.

From a theoretical perspective, these findings are consistent with the Source Credibility Theory proposed by Hovland (1953), which emphasizes that the effectiveness of marketing communication is largely determined by the communicator's level of expertise and trustworthiness. (Hovland, 1953) When consumers perceive an influencer as knowledgeable and reliable, the message delivered is more readily accepted and internalized, thereby increasing the likelihood of making a purchase decision.

Moreover, these findings are further supported by the Parasocial Interaction Theory introduced by Donald Horton and Richard Wohl (1956), which explains that one-sided relationships between audiences and media figures can develop into perceived emotional closeness similar to real interpersonal interactions (Donald Horton, 1956). When consumers feel a sense of intimacy or connection with an influencer, they tend to place greater trust in the recommendations they receive. This heightened trust, in turn, influences their purchasing decisions. Therefore, the effectiveness of influencer marketing is determined not only by the extent of an influencer's reach but also by the depth of emotional engagement established with the audience.

Discussion on the Effect of Brand Image on Purchase Decision

Brand image had the strongest effect on purchasing decisions compared with other variables. This finding indicates that consumers' positive perceptions of Wardah as a safe, trustworthy, and consumer-oriented brand play a crucial role in shaping their purchase decisions. Therefore, brand image is a key determinant of consumers' decisions to purchase Wardah sunscreen products.

From a theoretical standpoint, these findings align with the Customer-Based Brand Equity (CBBE) framework proposed by Kevin Lane Keller (1993), which posits that a strong brand image can increase consumer trust and minimize perceived risk during the decision-making process. (Keller, 1993) Wardah, as a halal and consumer-focused beauty brand, has effectively built positive brand associations in consumers' minds. Consequently, this facilitates the evaluation of alternatives and supports a faster purchasing decision process.

Furthermore, the dominant role of brand image can be explained through Trust Theory in marketing, as proposed by Morgan and Hunt (1994), which highlights that trust constitutes a fundamental element in the relationship between consumers and brands. When consumers develop a strong sense of trust in a brand, they are more likely to minimize extensive information search and rely on prior experiences and established perceptions when making purchasing decisions (Hunt, 1994). This theoretical implication suggests that investments in building and sustaining a positive brand image should not be viewed merely as short-term initiatives but as long-term strategic assets that continuously shape consumer purchasing behavior.

CONCLUSION AND SUGGESTION

Based on the analysis and discussion, it can be concluded that the TikTok glow-up trend, influencer marketing, and brand image had a positive and significant effect on purchasing decisions for Wardah sunscreen on TikTok. Among these variables, brand image emerges as the most dominant factor affecting purchase decisions. These findings suggest that although digital trends and influencers are effective in capturing consumer attention, brand image remains the key determinant in the consumer decision-making process.

Managerial Implications

Companies are advised to consistently reinforce Wardah's brand image as a safe, reliable, and relevant sunscreen brand for Indonesian consumers. Furthermore, marketing strategies on TikTok should be optimized by leveraging the glow up trend through informative and educational content. The selection of influencers should also be carefully aligned with the characteristics of the target audience to ensure that marketing messages are effectively communicated and contribute to enhancing purchasing decisions.

Suggestions for Future Research

Future research is recommended to incorporate additional variables that may affect purchasing decisions, such as brand awareness, electronic word-of-mouth (e-WOM), and price perception. In addition, subsequent studies are encouraged to use larger sample sizes or broaden their scope to include additional brands and digital platforms, thereby improving the generalizability of the findings.

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