

## The Impact of Skincare Short Video Promotion at TikTok For You Page (FYP) to the Skincare Product Purchase Decision

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### ABSTRACT

*TikTok is the most social media used to guide people to purchase skincare products. In Indonesia, skincare is also having positive trends and perception in terms of skincare short video promotion in the For You Page (FYP). Recently, people give their negative perceptions regarding skincare short video promotion on TikTok FYP that makes people not directly trust it. This research intends to identify the TikTok user perception regarding the skincare short video promotion in TikTok FYP and understand how the promotion of skincare short videos on the TikTok FYP influences the decision to purchase skincare products. Research conducted through semi-structured interview and survey with 224 respondents, analyzed with open coding, descriptive statistics, and PLS-SEM. It shows that video that give enjoyment, usefulness, and easiness will be perceived positively, but video with potential of functional, information, and time-loss risk will be perceived negatively. Purchase Decision of skincare product are driven by Perceived Ease of Use and Trust of TikTok short video, also product promo. This finding will give insights to skincare company and affiliators about factors that lead TikTok users to purchase skincare product from short video.*

**Keywords:** Skincare, Skincare Short Video Promotion at TikTok For You Page, Purchase Decision

### ABSTRAK

TikTok adalah media sosial yang paling banyak digunakan untuk memandu orang membeli produk perawatan kulit. Di Indonesia, *skincare* juga memiliki tren dan persepsi positif dalam hal promosi video pendek *skincare* di For You Page (FYP). Baru-baru ini, orang-orang memberikan persepsi negatif mereka tentang promosi video pendek perawatan kulit di TikTok FYP yang membuat orang tidak langsung mempercayainya. Penelitian ini bermaksud untuk mengidentifikasi persepsi pengguna TikTok mengenai promosi video pendek perawatan kulit di TikTok FYP dan memahami bagaimana promosi video pendek perawatan kulit di TikTok FYP memengaruhi keputusan untuk membeli produk perawatan kulit. Penelitian dilakukan melalui wawancara semi terstruktur dan survei dengan 224 responden, dianalisis dengan open *coding*, statistik deskriptif, dan PLS-SEM. Ini menunjukkan bahwa video yang memberikan kenikmatan, kegunaan, dan kemudahan akan dirasakan secara positif, tetapi video dengan potensi fungsional, informasi, dan risiko kehilangan waktu akan dirasakan secara negatif. Keputusan Pembelian produk perawatan kulit didorong oleh Perceived Ease of Use dan Trust of TikTok short video, serta promo produk. Temuan ini akan memberikan wawasan kepada perusahaan perawatan kulit dan afiliator tentang faktor-faktor yang menyebabkan pengguna TikTok membeli produk perawatan kulit dari video pendek.

**Kata kunci:** Perawatan Kulit, Promosi Video Pendek Perawatan Kulit di TikTok For You Page, Keputusan Pembelian

## INTRODUCTION

Skincare is the use of cosmetic preparations, antiseptics, tonics, lotions, creams, or any other method of massaging, cleansing, stimulating, manipulating, performing noninvasive hair removal, beautifying, or similar result on the body of any person (North Dakota State Board of Cosmetology, 2019). Not only needed by female, skincare also needed by male (Statista, 2023) and by diverse age generations, which are Generation X, Millennial, and Generation Z (Allied Market Research, 2022). In Indonesia itself, skincare industry valued \$1.7 billion at 2021, projected to grow at a compound annual growth rate (CAGR) of 8.9% during 2021-2026, and reach \$4.4 of per capita expenditure (PCE) by 2026 (GlobalData, 2022).

Social media is becoming one of the top three reasons why people buy skincare products (Joshi et al., 2022). One social media that used is TikTok and Indonesia is marked as the country with second highest number of TikTok users in the world (DataReportal in March 2024). According to the TikTok July 2022 Official Booklet, TikTok is a social media destination for short mobile videos that give people freedom to express themselves through personalized short video content in For You Page (FYP) with several type of contents that also matches for business and marketing strategy, which are Top View as full screen ads that appears when we first open TikTok application, Hashtag Challenge to create an engagement between creators and brand by marketing campaigns, In-Feed ads as the personalized For You Page content that appear alongside with user generated content, and Branded Effect as the in-app branded interactive stickers for user engagement and brand image. Based on StyleSeat (2022), 89% of TikTok users purchased beauty products that they saw on the app, which shows the highest shares compared to other social medias.

Several positive trends in Indonesia shown that skincare short video promotion at TikTok For You Page positively impacted to the skincare product purchase decision. First, according to the previous research, TikTok promotion through video, product review, and celebrity endorsement showing the effectiveness in skincare product purchasing of Indonesia's skincare brand. (Sugiarti et al., 2022). Second, one of Indonesia skincare brand, succeed to sold more than thousand pieces of product in a day after promoting, introducing, and reviewing their product through TikTok video that goes to viral in For You Page (Media Indonesia, 2023). Third, from the comment sections, TikTok users giving positive perceptions with short video promotion at For You Page (FYP) by showing their likes to the video review and satisfaction of product quality that they purchased because of short video content. It concludes that skincare short video promotions at TikTok For You Page plays an important role in order to influence many people in the purchase decision of skincare product (Gita et al., 2023).

However, recently, TikTok users is giving negative perceptions towards skincare short video promotion at TikTok For You Page through their tweets on X application (previously known as Twitter) by stating that the skincare short video

promotion at TikTok For You Page is untrusted because of video algorithm of certain skincare brand and untrusted skincare reviews, which leads to decline to the purchase decision. It is also strengthened by the conducted research that 92.9% of 224 TikTok users are not directly trust skincare short video promotion at TikTok For You Page. It shows that the higher people's negative perception about skincare short video promotion at TikTok For You Page, impacted the lower people's trust with the skincare product that was promoted in the short video itself (Bungkang, 2019). The lower people's trust, the lower consumer willingness to make a purchase decision of those skincare product (Mahliza, 2020). It is becoming an issue for skincare companies and skincare product affiliators (people who get the commission for every product promoted sold) who are actively promoting the skincare product in TikTok to gain revenue, since short video promotion is becoming one of the promotional media that they use to attract the viewers to purchase the skincare product and if TikTok user who watch their promotional contents are perceived negatively to the short video contents itself, it will negatively influences to the people's trust and to the skincare product purchasing decision. Therefore, this research intends to identify the TikTok user perception regarding the skincare short video promotion in TikTok For You Page and understand how the promotion of skincare short videos on the TikTok For You Page influences the decision to purchase skincare products.

## **LITERATURE REVIEW**

### **Perceived Playfulness**

Perceived playfulness is the perceived hedonic value that is increased by fun, excitement, creativity, and pleasure that results from the system utilization (Çelik, 2011). Perceived playfulness consists of spontaneity that consists of social, physical, and cognitive, manifest joy that consists of laughter, pleasure, preference, and sense of humor that consists of joking and entertaining (Lieberman, 1977). Playfulness in TikTok consists of memes and elements provided by TikTok platform, for example special effects, techniques to highlight the video, and redesign the video that exists by adding additional effects (Reijmerink, 2022). Emotion and enjoyment influence integrity-related cognitive views (Sun & Zhang, 2006), leading consumers to consistent information (Mattila & Wirtz, 2001). Perceived playfulness is also crucial for purchasing intention, as it is significantly influenced by user emotions and in-app offers (Yuensuk, 2022).

### **Perceived Usefulness**

Perceived usefulness refers to the advantages and long-term benefits we perceive after purchases, for example when we look at the affordable product price while we also get the low cost from searching product information online (Moslehpour, 2018). Perceived usefulness is viewed as individual's belief that using TikTok application will improve their performance on a daily basis (Sharabati et al., 2022). Perceived usefulness enhances consumer shopping efficiency and trust,

leading to selective product choices (Primanda et al., 2020) and higher purchase intention on chosen platforms and sellers (Wang et al., 2021).

### **Perceived Ease of Use**

Perceived ease of use in TikTok application measures by how easy the application can be learned, understood, and effortless in use (Halim et al., 2022). Perceived ease of use has several indicators, which are the easiness to learn, the easiness to meet expectation, the easiness to become skillful, and the easiness to do transactions (Hubert et al., 2017). User-friendly platforms foster trust between businesses and consumers, leading to better business relationships (Kurniawan & Tankoma, 2023). The TikTok For You Page system, featuring a yellow cart feature in short videos, increases buying intention by promoting skincare products without requiring users to move to other platforms (Indarwati et al., 2023) by provide fast check out process (Cho & Sagynov, 2015).

### **Subjective Norms**

In TikTok, subjective norms divided by two contexts, which are descriptive norms when everyone already try TikTok application while spend most of the time on that application and injunctive norms when the one who already become TikTok users, will ask everyone surround them to use it also (Manning, 2009). Subjective norms plays an important role in building trust and influencing people to adopt new behaviors (Gong et al., 2019). They influence how individuals perceive others and their actions, potentially increasing interest in online purchases if they perceive peers favoring their actions (Peña-García et al., 2020).

### **Perceived Risk**

According to research by Lu et al. (2005), perceived risk included physical risk (risk to individual's safety, physical health, wellbeing), functional risk (product or service might not performs as expected), social risk (individual's ego and how others will perceive out behavior), time-loss risk (activity will wasting time), financial risk (product or service will not worth the financial price), opportunity cost risk ("the best alternative" possibly would not be chosen because there is a previous choice), and information risk (possibility of false information being shared). Consumers' trust in a platform's credibility and reliability increases their willingness to share personal information, reducing concerns about privacy and security (Wanda, 2018). High perceived risk can affect consumer attitudes and negatively related to positive online shopping experiences (Samadi & Yaghoob-Nejadi, 2009).

### **Trust**

Trust involves cognitive, affective, and behavioral components, covers the perceived vulnerability from the uncertainty of motives, intentions, others' prospective activity, and involves the decision or choice among several actions (Li & Betts, 2003). In TikTok, trust is having an essential role because of the high level of

uncertainty that is felt because of the lack of face-to-face interaction through offline and comments from the users (Ruangkanjanases, 2022). Trust significantly influences customer satisfaction and purchase intention, with higher trust levels leading to fulfilled outcomes and increased purchase intention (Ling et al., 2010).

### **Purchase Intention**

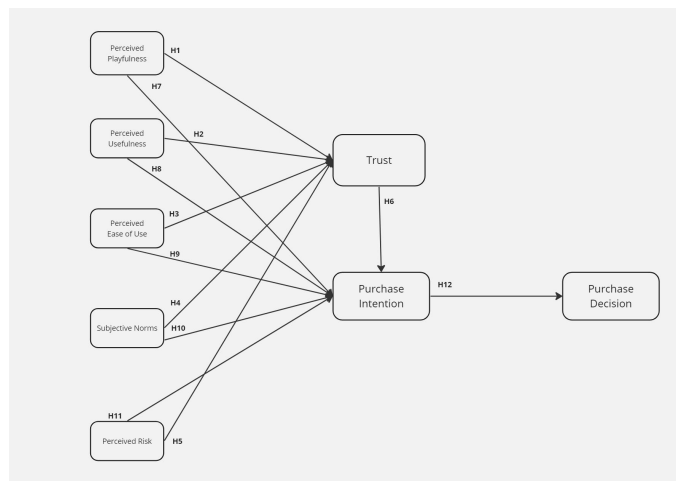
Purchase intention happens between the evaluation stage and purchase decision when customer makes rank of brand and preferences (Yones & Muthaiyah, 2023). There are several considerable factors in the purchase intention stage, consists of product information, trust, cultural differences, perceived quality, and perceived risk (Hajli et al., 2017). Purchase intention is a transactional behavior influenced by marketing campaigns, environmental factors, decision-making, and psychological processes, determining potential future purchases based on customer evaluation and acceptance (Clara, 2023).

### **Purchase Decision**

Purchase decision is the result of customer cognitive process that help consumers to identify the needs, options generated, then end with the person's choice with specific product or brand (Ntapiapis & Özkardeşler, 2020). Dominant factors that lead to the purchase decision are the need of the product, how the sellers can offer the product attractively, and social media (Setyawan & Prativi, 2021).

After assessing the previous studies, there are 12 (twelve) hypothesis that are generated for this research.

- H1:** Perceived playfulness positively influences trust
- H2:** Perceived usefulness positively influences trust
- H3:** Perceived ease of use positively influences trust
- H4:** Subjective norms positively influence trust
- H5:** Perceived risk negatively influences trust
- H6:** Trust positively influences purchase intention
- H7:** Perceived playfulness positively influences purchase intention
- H8:** Perceived usefulness positively influences purchase intention
- H9:** Perceived ease of use positively influences purchase intention
- H10:** Subjective norms positively influence purchase intention
- H11:** Perceived risk negatively influences purchase intention
- H12:** Purchase intention positively influences purchase decision



**Figure 1. Conceptual Framework**

(Source : Park et al., 2005; Hwang & Kim, 2007; Lin & Lu, 2010; Ling et al., 2010; Çelik, 2011; Hitosugi, 2011; Chinomona, 2013; Hong & Cha, 2013; Zhai & Zhang, 2014; Ogutu et al., 2014; Cho & Sagynov, 2015; Sinthamrong & Rompho, 2015; Yang et al., 2015; Rouibah et al., 2016; Jeffries, 2016; Ho et al., 2017; Durmus, 2017; Wanda, 2018; Iqbal et al., 2018; Yulianita, 2018; Gong et al., 2019; Hanjaya et al., 2019; Larasetiati & Ali, 2019; Pelaez et al., 2019; Haro et al., 2020; Primanda et al., 2020; Diventy et al., 2020; Yusuf, 2021; Azzahra & Rizan, 2021; Komalasari et al., 2021; Harrigan et al., 2021; Wilson et al., 2021; Hasanah et al., 2022; Ellitan & Prayogo, 2022; Aslan, 2023; Kurniawan & Tankoma, 2023; Hua et al., 2023; Saputri & Rahmawan; 2023, Hanif et al., 2024)

## METHODOLOGY

The conceptual framework being analyzed using two research method. Qualitative method through semi-structured interview will be used to identify the TikTok users perception regarding the skincare short video promotion in TikTok For You Page and quantitative method through online survey will be used to understand how the promotion of skincare short videos on the TikTok For You Page influences the decision to purchase skincare products. The sample of this research decided with Purposive Sampling and the sample is Indonesia’s TikTok users in age range 18-34 years old who ever watch skincare short video promotion at TikTok For You Page and decide to buy the promoted product at least 1x (once). For online survey, minimum sample size is 200, according to Malhotra (2010). Table 1 shows the interview questions and table 2 shows the operational variable in online survey questions.

**Table 1. Interview Questions**

Variable/Coding	Questions
Perceived Playfulness	Can you describe what type of Skincare Short Video Promotion in TikTok For You Page that you find interesting, enjoyable, makes you happy and what is your perception?
Perceived Usefulness	Can you describe what type of Skincare Short Video Promotion in TikTok For You Page that you find useful, informative, and what is your perception?
Perceived Ease of Use	What makes Skincare Short Video Promotion in TikTok For You Page systems ease you to purchase a suitable Skincare Product?
Subjective Norms	<ol style="list-style-type: none"> <li>Do you use TikTok For You Page to watch Skincare Short Video Promotion because of influence from your family, friends, or colleagues? Why can it influence you?</li> <li>Do you recommend to your family, friends, or colleagues to watch Skincare Short Video Promotion in TikTok For You Page? Why do you do that?</li> </ol>
Perceived Risk	<ol style="list-style-type: none"> <li>Are you aware of User-Generated Content (UGC) in Skincare Short Video Promotion at TikTok For You Page? What is your perception?</li> <li>Are you aware of the brand domination algorithm in Skincare Short Video Promotion at TikTok For You Page? What is your perception?</li> <li>Are you aware of the untrusted skincare review in Skincare Short Video Promotion at TikTok For You Page? What is your perception?</li> </ol>
Trust	Do you directly trust Skincare Short Video Promotion at TikTok For You Page?
Purchase Intention	What factors make you intend to purchase a skincare product after watching Skincare Short Video Promotion TikTok For You Page? What is the reason?
Purchase Decision	What factor makes you finally decide to buy a skincare product after watching Skincare Short Video Promotion in TikTok For You Page?

**Table 2. Operational-Variable Questionnaire Questions**

No.	Variable	Label	Indicators	Source
1	Perceived Playfulness	PP1	Watching Skincare Short Video Promotion in TikTok For You Page is fun, enjoyable, and makes me happy.	Çelik, 2011
		PP2	Watching Skincare Short Video Promotion in TikTok	Çelik,

			For You Page makes me curious and want to explore more about Skincare Product.	2011; Moon & Kim, 2001
		PP3	Watching Skincare Short Video Promotion in TikTok For You Page makes me more imaginative about Skincare Product.	Moon & Kim, 2001
		PP4	While watching Skincare Short Video Promotion in TikTok For You Page, I imagined the product itself.	Moon & Kim, 2001
		PP5	When watching Skincare Short Video Promotion in TikTok For You Page, I did not realize that time had elapsed.	Moon & Kim, 2001; Hsu et al., 2012
2	Perceived Usefulness	PU1	I find Skincare Short Video Promotion in TikTok For You Page useful to accomplish my Skincare Product wishlist.	Çelik, 2011
		PU2	Using Skincare Short Video Promotion at TikTok For You Page as a recommendation improves the quality of the Skincare Product that I used.	Çelik, 2011
		PU3	Watching Skincare Short Video Promotion in TikTok For You Page makes it faster for me to choose a Skincare Product to be bought.	Çelik, 2011
		PU4	Using Skincare Short Video Promotion in TikTok For You Page increases effectiveness in order to choose the Skincare Product to be bought.	Çelik, 2011
3	Perceived Ease of Use	PEOU1	I find Skincare Short Video Promotion in TikTok For You Page eases me to accomplish my Skincare Product wishlist.	Çelik, 2011
		PEOU2	It is easy to learn how to use TikTok application to accomplish my Skincare Product wishlist through their For You Page feature.	Çelik, 2011

		PEOU3	Understanding the TikTok For You Page feature in TikTok application does not require a lot of skills.	Yuensuk, 2022
		PEOU4	Using Skincare Short Video Promotion in TikTok For You Page to accomplish Skincare Product wishlist is less time consuming.	Yuensuk, 2022
4	Subjective Norms	SN1	People important to me thought that I should watch Skincare Short Video Promotion in TikTok For You Page to accomplish my Skincare Product wishlist.	Çelik, 2011
		SN2	People I knew taught me that I should watch Skincare Short Video Promotion in TikTok For You Page to accomplish my Skincare Product wishlist.	Çelik, 2011
		SN3	People that inspired me thought me to watch Skincare Short Video Promotion in TikTok For You Page to accomplish my Skincare Product wishlist.	Çelik, 2011
		SN4	I read informations that watch Skincare Short Video Promotion in TikTok For You Page can help me to accomplish my Skincare Product wishlist.	Çelik, 2011
5	Perceived Risk	PR1	I tend to overspend on buying Skincare Products after watching Skincare Short Video Promotion in TikTok For You Page.	Ariffin et al., 2018
		PR2	Skincare Product that I bought based on information in Skincare Short Video Promotion in TikTok For You Page is not worth the money I spent.	Ariffin et al., 2018
		PR3	I might not receive the good quality of Skincare Product that I bought after watch Skincare Short Video Promotion in TikTok For You Page.	Ariffin et al., 2018
		PR4	Finding the information of wanted Skincare Product information by watching Skincare Short Video Promotion in TikTok For You Page is difficult.	Ariffin et al., 2018
		PR5	I can not trust information in Skincare Short Video	Ariffin et

			Promotion in TikTok For You Page.	al., 2018
		PR6	I may get addicted to buy Skincare Product because of Skincare Short Video Promotion in TikTok For You Page.	Ariffin et al., 2018
		PR7	TikTok may disclose user's personal information and preference data to Skincare brand.	Ariffin et al., 2018
6	Trust	T1	I trust the skincare brands promoted through Skincare Short Video Promotion in TikTok For You Page sells good quality of product.	Curvelo et al., 2019
		T2	I believe that skincare brands promoted through Skincare Short Video Promotion in TikTok For You Page is trustworthy.	Hong & Cha, 2013
		T3	I trust skincare brands promoted through Skincare Short Video Promotion in TikTok For You Page and would like to purchase their skincare product.	Hong & Cha, 2013
		T4	I trust skincare brands promoted through Skincare Short Video Promotion in TikTok For You Page and interest to purchase their skincare product.	Hong & Cha, 2013
		T5	I believe that skincare brands promoted through Skincare Short Video Promotion in TikTok For You Page keeps it promises and commitments.	Hong & Cha, 2013
6	Purchase Intention	PI1	I am considering purchasing Skincare Product because of Skincare Short Video Promotion in TikTok For You Page.	Che et al., 2017
		PI2	I am likely to make future Skincare Product purchase after watch Skincare Short Video Promotion in TikTok For You Page.	Che et al., 2017

		PI3	If there is opportunity in the future, I would like to purchase Skincare Product after watch Skincare Short Video Promotion in TikTok For You Page.	Peña-García et al., 2020
		PI4	If given the chance, I can predict what Skincare Product that I will purchase after watch Skincare Short Video Promotion in TikTok For You Page.	Peña-García et al., 2020
7	Purchase Decision	PD1	I think purchasing a Skincare Product after watching Skincare Short Video Promotion in TikTok For You Page is the right decision.	Nugraha et al., 2018
		PD2	Before I finally decide to purchase a Skincare Product after watching Skincare Short Video Promotion in TikTok For You Page, I still actively look at the product information.	Nugraha et al., 2018
		PD3	After I get the product information from skincare short video promotion at TikTok For You Page, I still evaluate and consider carefully before finally making the purchase decisions.	Nugraha et al., 2018
		PD4	I satisfy with Skincare Product that I bought after watch Skincare Short Video Promotion in TikTok For You Page.	Nugraha et al., 2018

Interview result will be analyzed through open coding by giving one color for one code. To be more validated, it will use triangulation approach by comparing the interview result with the respondents with literature review and netnography from TikTok's skincare short video comment section. While survey result will be analyzed by SMART PLS 4.0 software through descriptive statistics and Partial Least Squares (PLS) Structural Equation Modeling (SEM), by conducting indicator reliability using outer loading, internal consistency reliability using composite reliability, convergent validity using Average Variance Extracted (AVE), discriminant validity using Fornell-Larcker Criterion, collinearity test using Variance Inflation Factor (VIF), and bootstrapping to test the hypothesis. There is also conducted mediating test to know that third variable affects the relation between two variables.

## RESULTS AND DISCUSSIONS

According to the interview result with six respondents, it shows short video that completed with humor, fun, edited well (not-too-much edit, using suitable background, pleasant to hear), pleasurable (use attractive words, not force people to buy, fast, expressive, not too long, not boring, not hard selling), promoted familiar brand, informative (shows before-after using the product and not sharing general information only), and comes from user side are giving playfulness or enjoyment. Short video that informative (show before-after in using product, not overclaim, giving comparison between different product, share the product benefits, share about how to use the product), completed with subtitle, made by users, and promoted familiar products (reviewed by many creators and brand known having a good quality) are useful. Short video that completed with yellow cart or Keranjang Kuning feature that attached in TikTok's short video promotion, having a variety type of videos, promoted familiar brand and product, made by familiar skincare influencer, and informative (day-by-day impact, clear information, straightforward, not scripted) are giving easiness to the TikTok user in choosing skincare product. Most of TikTok users also recommending the usage of skincare short video promotion at TikTok For You Page to the other people and some of them also get recommendation from others. Short video that make an addiction, not match the personal interest or irrelevant, shows brand domination, and untrusted video (fool viewers, force viewers to buy, only mention the positive side of the product, overclaiming) are giving the information, functional, and time-loss risk. Right now, TikTok users are also not directly trust the content of skincare short video promotion at TikTok For You Page. They will further doing the research by utilize TikTok search bar, ask their friends, ask the skincare professional, check the comment sections, and look other reviews to be more convinced and know the credibility. The reasoning why TikTok users have a purchase intention after watching skincare short video promotion at TikTok For You Page are interesting video promotion, skincare product necessity, promotion announcement by creator in the video, review from trusted influencer. personal relevance of skin condition from reviewer, persuasive experience by creator in video, comment sections, and brand familiarity in the video. The reasoning why TikTok users finally purchase the skincare is because of promo from product promoted (shipping fee discount, product discount, e-commerce campaign, or affordable price offered) and product necessity.

Based on the PLS-SEM analysis result of survey results that fulfilled by 224 TikTok users that matches the criteria, it shows that Hypothesis 1 (H1) which is Perceived Playfulness positively impacted Trust is accepted, consistent with the earlier study conducted by Hwang & Kim (2007), Rouibah et al. (2016), Kurniawan & Tankoma (2023), and Hanif et al. (2024). Hypothesis 2 (H2) which is Perceived Usefulness positively impacted Trust is rejected, inconsistent with the earliest study conducted by Wilson et al. (2021), but supported by the interview result shows that the most reasoning of TikTok users can trust the short video is because the creator of

the video is a skincare influencer that is already famous, friend recommendation, comment sections, other video reviews, and brand or product familiarity, not simply from the usefulness information in the video itself. Hypothesis 3 (H3) which is Perceived Ease of Use positively influences Trust is accepted, consistent with the earlier study conducted by Chinomona (2013), Primanda et al. (2020), Wilson et al. (2021), and Kurniawan & Tankoma (2023). Hypothesis 4 (H4) which is Subjective Norms positively influences Trust is accepted, consistent with the earlier study conducted by Hitosugi (2011), Jeffries (2016), Ho et al. (2017), and Gong et al. (2019). Hypothesis 5 (H5) which is Perceived Risk negatively influences Trust is accepted, consistent with the earlier study conducted by Yang et al. (2015), Ho et al. (2017), Durmus et al. (2017), and Wanda (2018). Hypothesis 6 (H6) which is Trust positively influences Purchase Intention is accepted, consistent with earlier study conducted by Lin & Lu (2010), Ling et al. (2010), Hong & Cha (2013), and Cho & Sagynov (2015). Hypothesis 7 (H7) which is Perceived Playfulness positively influences Purchase Intention is rejected, supported by the interview result show that video that giving humor as one of indicator in the perceived playfulness, is not making they have an intention buy the product, but more about to know the product, since the focus of video is on humor. Hypothesis 8 (H8) which is Perceived Usefulness positively influences Purchase Intention is rejected, supported by the interview result which shows that the reasoning of TikTok users have an intention to purchase the skincare product are interesting and persuasive video, product necessity, and brand familiarity, not because of the usefulness of the short video information. Hypothesis 9 (H9) which is Perceived Ease of Use positively influences Purchase Intention, consistent with the earlier study conducted by Cho & Sagynov (2015), Primanda et al. (2020), Ellitan & Prayogo (2022), and Saputri & Rahmawan (2023). Hypothesis 10 (H10) which is Subjective Norms positively influences Purchase Intention is rejected, supported by the interview result that shown recommendation from others are not becoming the most reasoning of why TikTok users have a purchase intention of skincare product. Hypothesis 11 (H11) which is Perceived Risk negatively influences Purchase Intention is rejected, inconsistent with the earlier study conducted by Ellitan & Prayogo (2022), but supported with the survey result that shown three skincare brands that known has a brand domination that counted as risk, still becoming three most chosen skincare brand by the TikTok users, so as long the product still suit them and they know the product is good, the risk that come from the short video is not a barrier. Hypothesis (12) which is Purchase Intention positively influences Purchase Decision is accepted, consistent with the earlier study by Diventy et al. (2020), Haro et al. (2020), Komalasari et al. (2021), and Azzahra & Rizan (2021).

## CONCLUSIONS AND SUGGESTIONS

According to the interview results, it shows several positive perceptions about skincare short video promotion at TikTok For You Page which are videos that have humor, are edited well in terms of visual and audio, pleasurable, not forcing people to

buy, not hard selling, fast, and not too long. Video that is completed with subtitles is useful for users. Users feel that videos that are completed with yellow carts or “Keranjang Kuning” ease them in purchasing skincare products. Type of video that share informative information about skincare product, having a familiarity in terms of brand, product, and influencer, and made by the users or User-Generated Content (UGC) can give enjoyment, usefulness, and easiness at the same time to choose suitable skincare product.

But, not only perceive in positive ways, many users are felt that in skincare short video promotion at TikTok For You Page, there are many overclaiming videos, untrusted skincare product reviews, domination of skincare brands video, and irrelevant videos that appearing, leads to many negative perceptions, as like being skeptical, bothered, bored, fooled, disturbed, annoyed, decrease in trust, and loss interest with the skincare product promoted itself. One user also felt that the short video in the form of User Generated Content (UGC) about skincare product promotion is creating an addiction to scroll the For You Page. According to the interview result and survey, it also shows that most TikTok users do not directly trust skincare short video promotions at For You Page. They will ask the friend, people who know well or professional about skincare, check the comment sections on the video from other users, and look at other video reviews. There are many reasons why they cannot directly trust skincare short video promotions at For You Page, which are video attached Paid Partnership tag, many sponsored videos, many overclaimed, and untrusted skincare product reviews in For You Page. So, it can be concluded that people are perceiving both in positive and negative ways, depending on what type and characteristic of video itself.

According to the data from PLS-SEM result, it shows that purchase intention is becoming the mediating factor of Perceived Ease of Use and Trust as the two significant factors towards the purchase decision of skincare products. It concludes that the purchase decision of skincare products is driven by two factors, which are Perceived Ease of Use and Trust towards the skincare short video promotion at TikTok For You Page. But, according to the interview result, it shows that factor that makes them finally doing a skincare product purchase decision after watching skincare short video promotion at TikTok For You Page are because of the two factors, first is because of the promo from product promoted, such as shipping fee discount, product discount, and e-commerce campaign or affordable price offered and second is because of the skincare product necessity. So, it can be concluded that skincare short video promotions in TikTok For You Page are influencing the skincare product purchase decision because of the ease of the short video feature and the trust of the video content itself. Moreover, product promo is becoming the supporting reasoning why people purchase skincare products.

There are several suggested recommendations for skincare company and skincare product affiliators to lead the TikTok users to the purchase decision of skincare products from skincare short video promotion at TikTok For You Page,

which are adding the yellow cart or Keranjang Kuning that contains product promoted in the video, prioritize the trusted content of the video by sharing honest and true claim of the product, utilizing short video to announce the product promo, collaborating with the skincare reviewer or influencer at TikTok, and using In-Feeds ad type video as the most liked video type by TikTok users.

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