

Determinants Facetology Consumers Purchase Intention: The Role of TikTok Social Media Marketing Activities, Brand Trust and Brand Preference

I Gusti Agung Diah Arishma Okayani^{1*}, I Gede Nandya Oktora Panasea²
Universitas Udayana, Bali, Indonesia

Corresponding Author: I Gusti Agung Diah Arishma Okayani

diaharishma@gmail.com

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ABSTRACT

The purpose of this study is to analyze how social media marketing activities, brand trust, and brand preference influence the purchase intention of Facetology consumers in Denpasar City. Adopting a quantitative approach, the research involved 150 respondents selected through purposive sampling. Data were collected via online questionnaires using Google Forms and analyzed using multiple linear regression. The results indicate that social media marketing activities, brand trust, and brand preference each exert a positive and statistically significant influence on purchase intention. This study contributes to the digital marketing literature by validating the hierarchy of effects theory on a social commerce platform. The results offer practical implications for beauty brands to enhance consumer engagement, trust, and loyalty through optimized TikTok content.

INTRODUCTION

The increase in internet penetration and the number of social media users has driven a shift in consumer behavior from conventional shopping to digital transactions, including in searching for information, comparing prices, reading reviews, and making online purchases. The wide penetration of the internet has become the basis for the development of social media that allows people from various backgrounds to connect and interact through social media platforms (Hermila et al., 2023). According to the We Are Social report, there are 143 million active social media users in Indonesia with the five most popular platforms being WhatsApp, Instagram, Facebook, TikTok, and Telegram as of January 2025. While TikTok ranks fourth in number of users, the platform records the highest duration of use at 44 hours and 54 minutes per month, reflecting a very high level of engagement and making it a strategic channel in digital marketing.

TikTok's transformation into a social commerce platform is supported by features such as TikTok Shop, promotional content, live streaming, comment sections, and personalized recommendations through For Your Page (Nur et al., 2023). According to We Are Social (2025), the majority of TikTok users come from the age groups 18-44 years (30.4 percent) and 25-34 years (29.7 percent), TikTok is a highly relevant medium for brands targeting generation Z and millennials. This development significantly boosts the beauty and skincare industry, which is increasingly relying on social media to reach young consumers in creative and interactive ways.

The beauty and skincare industry in Indonesia has experienced rapid growth, driven by increasing self-care awareness, particularly among Gen Z and millennials (Situmeang & Claretta, 2024). TikTok has become a major catalyst for this growth through viral content such as reviews, tutorials, and influencer testimonials that quickly shape beauty trends. Competition in the industry is intensifying, both among local and global brands, with a strong emphasis on product innovation and creative digital marketing strategies (Tania et al., 2025). However, the high demand also brings challenges, such as exaggerated product claims and the circulation of counterfeit items, which can erode consumer trust and brand preference.

Facetology is a local brand that utilizes TikTok as part of its social media marketing strategy to reach its target market, primarily early working-age consumers dealing with acne-prone skin. Launched in 2022 by PT. Facetology Innovation Technology, the brand is recognized for products like sunscreen, which became one of Indonesia's best-sellers in the first half of 2024, following Azarine. Despite having 926.4 thousand followers on its official TikTok account, @facetologyofficial, its engagement rate is only 1.48 percent according to HypeAuditor (2025), which is considered low. This indicates that although the brand has a wide audience reach, the effectiveness of its content in building engagement and driving purchase intention still needs improvement.

Table 1. Performance of Local and Global Beauty and Skincare Brands, 2022 – H1 2024

Ranks	Top Brand 2022	Top Brand 2023	Top Brand H1 2024
1	Ms Glow	Skintific	Skintific
2	Scarlett	Ms Glow	Wardah
3	Wardah	Wardah	The Originote
4	Skintific	Maybelline	Ms Glow
5	Maybelline	The Originote	Somethinc
6	Somethinc	Scarlett	Maybelline
7	L'Oreal	Somethinc	Hanasui
8	Garnier	Garnier	Azarine
9	Implora	Hanasui	Garnier
10	Hanasui	Azarine	Facetology

Source: Kompas.id, 2024a

Facetology also ranked 10th on the list of top beauty brands in H1 2024, still trailing behind The Originote, which targets a similar market segment.

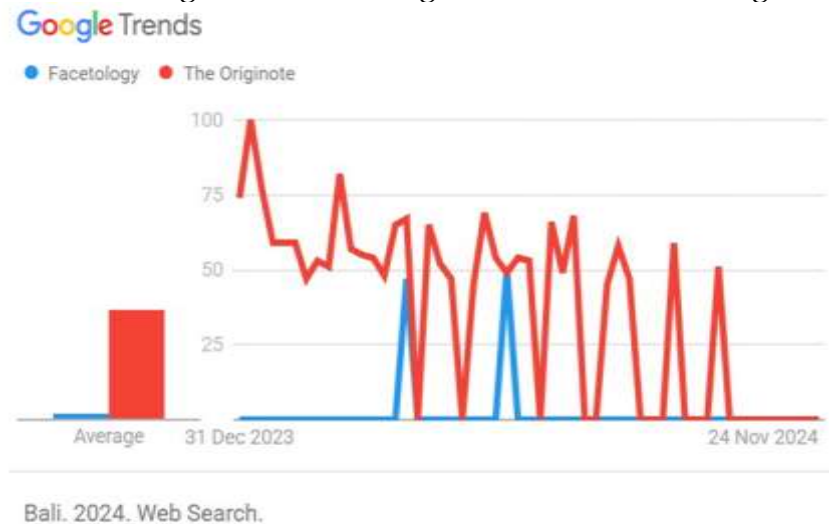


Figure 1. Search Trends for Facetology in Bali via Google Trends, 2024

According to Google Trends 2024, search interest in Facetology in Bali has shown fluctuations and a lower average compared to its competitor, The Originote. This indicates that consumer purchase intention and public attention toward Facetology are still not as strong as those for similar brands.

The beauty and skincare industry continues to grow rapidly, driven by increasing public awareness of self-care, especially among younger generations. In this context, purchase intention is a crucial concept as it reflects a consumer's tendency to buy a product based on their interest and perception of a brand (Wiweko & Ferdinand, 2025). It is shaped not only by rational information but also by personal evaluations and emotional responses (Margitarino & Murwanti, 2025). Due to the direct impact of skincare products on appearance and skin health, consumers tend to make more cautious decisions, making it essential to

explore various factors influencing purchase intention, including social media marketing.

Social media marketing activities, especially through platforms like TikTok and Instagram, have become popular tools for engaging consumers (Alim et al., 2017). According to (Chen & Lin, 2019), these activities can encourage user interaction and influence both participation and purchase intention. Facetology, a local brand established in 2022, actively utilizes TikTok to share educational and interactive content. However, despite a significant follower count, the brand's TikTok engagement rate remains low, raising questions about the actual impact of these efforts. Prior studies show mixed results, with some confirming a positive effect of social media marketing on purchase intention (Aji et al., 2020; Choedon & Lee, 2020; Husain et al., 2022), while others found no significant impact (Nursyahbani & Widuhung, 2024).

Brand trust is another key factor, particularly in the beauty industry, where products affect skin health. Trust is built through perceived quality and credibility (Respati et al., 2024) and shaped by past consumer experiences (Margitarino & Murwanti, 2025). Facetology strives to build trust by collaborating with aesthetic doctors on TikTok, publishing lab test results of its sunscreen, and educating consumers on counterfeit product detection. While these strategies may strengthen trust (Ling et al., 2023; Salhab et al., 2023; Sun et al., 2022), previous research shows conflicting outcomes regarding its influence on purchase intention (Falah et al., 2022; Mauretta et al., 2024; Raihanah et al., 2024).

Brand preference also plays a vital role in shaping purchase intention. It refers to consumers' inclination to favor one brand over others based on value alignment, brand personality, and product satisfaction (Hasbi & Riqiani, 2022; Pamungkas & Ratmono, 2021). Facetology's unique positioning as a fun science-based acne solution gives it the potential to build strong brand preference. While several studies found that brand preference positively influences purchase intention (Castillo et al., 2022; Puriwat & Tripopsakul, 2021; Silvia. A. R. N. & Fernando, 2020), others found no significant effect (Putriansari, 2019). Considering these mixed findings and ongoing market trends, further research is necessary. This research will specifically examine the influence of social media marketing activities, brand trust and brand preference on Facetology purchase intention.

LITERATURE REVIEW

Hierarchy of Effect

The hierarchy of effects model, proposed by Lavidge & Steiner in 1961, illustrates the sequential steps that consumers typically follow before making a purchase decision, allowing advertisers to anticipate this process. According to Kotler et al. (2018:586), the model assumes that consumers go through cognitive, affective, and behavioural stages in order. This model is relevant to the variables in this study. The cognitive stage relates to social media marketing activities, as consumers begin to recognize and understand Facetology's products through TikTok content. The affective stage involves brand trust and brand preference, where consumers form attitudes and inclinations toward the brand. Finally, the

behavioural stage is linked to purchase intention, reflecting the consumer's readiness to buy after progressing through cognitive and emotional phases.

The Influence of Social Media Marketing Activities on Purchase Intention

Several studies have shown that social media marketing activities have a positive and significant effect on purchase intention. According to Aji et al. (2020), social media marketing activities have a positive and significant effect on purchase intention. This finding is consistent with the study conducted by Shian et al. (2025). Similarly, Choedon & Lee (2020) and Ramli et al. (2025) found that social media marketing activities positively and significantly influence purchase intention, particularly in the beauty product sector. Supporting evidence also comes from Husain et al. (2022), who reported a significant positive impact of social media marketing activities on purchase intention. These results are further reinforced by the studies of Florensia et al. (2024), Iqbal et al. (2024), Prasetyo et al. (2025), and Ramadhani & Prasasti (2023), all of which confirm the significant positive influence of social media marketing activities on consumers' purchase intention.

H1: Social media marketing activities have a positive and significant influence on purchase intentions.

The Influence of Brand Trust on Purchase Intention

Several studies have found that brand trust has a positive and significant effect on purchase intention. Based on the study conducted by Ramadhani & Prasasti (2023), brand trust positively and significantly influences purchase intention, a finding that aligns with the results of Azhar & Zulganef (2025). Similarly, Chae et al. (2020) and Margitarino & Murwanti (2025) found that brand trust has a positive and significant effect on consumer purchase intention. Prasetyo and Zahira (2021) also provided evidence of the positive and significant effect of brand trust on purchase intention. Their findings align with those of Salhab et al. (2023), Sun et al. (2022), and Zahira et al. (2023), who likewise reported a statistically significant positive association between brand trust and consumer purchase intention.

H2: Brand trust have a positive and significant influence on purchase intentions.

The Influence of Brand Preference on Purchase Intention

Several studies have found that brand preference has a positive and significant influence on purchase intention. According to the findings of a study conducted by Boubker & Douyri (2020), brand preference positively and significantly affects purchase intention, a result that aligns with the research conducted by Castillo et al. (2022). Gómez-Rico et al. (2023) also found that brand preference has a positive and significant impact on consumer purchase intention. Similarly, Hasbi & Riqiani (2022) confirmed that brand preference exerts a positive and significant influence on consumers' intention to purchase. These findings are further supported by the studies of Puriwat & Tripopsakul (2021a), Silvia A. R. N. & Fernando (2020), and Wiweko & Ferdinand (2025). The results

across these studies indicate a clear and meaningful positive link between brand preference and consumers' intention to purchase.

H3: Brand preference have a positive and significant influence on purchase intentions.

The relationship between variables in this study is visually illustrated in Figure 2.

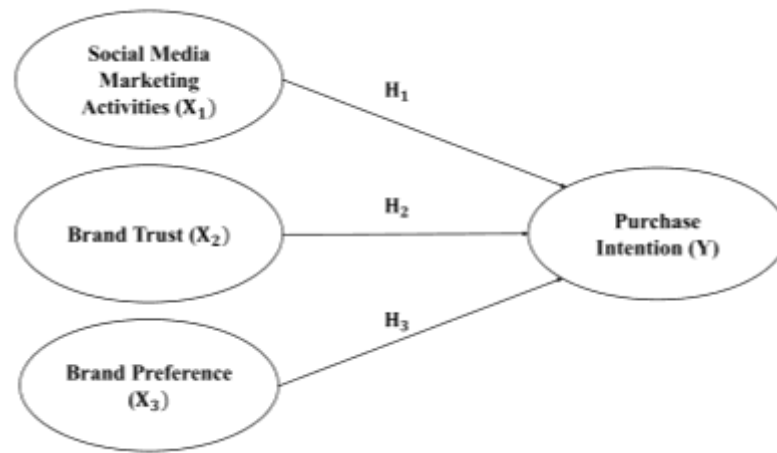


Figure 2. Conceptual Framework

METHODOLOGY

This study adopts a quantitative associative approach aimed at examining the role of social media marketing activities, brand trust, and brand preference in influencing consumer purchase intention toward Facetology in Denpasar City. Denpasar was selected as the research location due to its high population density, strong purchasing power, and the highest internet penetration rate in Bali, making it a potential market. The research focuses on consumer behaviour related to purchase intention toward Facetology products in the acne-care skincare category. The population consists of Facetology consumers residing in Denpasar City who have not previously purchased the brand's products. A total of 150 respondents were selected using a purposive sampling technique. Data were collected through an online questionnaire distributed via Google Forms. The data analysis methods applied include descriptive and inferential statistics, specifically multiple regression analysis using SPSS software.

RESEARCH RESULT

Descriptive Statistical Analysis

Table 2. Respondent Characteristics

No	Variable	Classification	Total (Respondent)	Percentage (%)
1	Gender	Male	41	27,3
		Female	109	72,7
		Total	150	100
2	Age	18-22 years	117	78
		23-27 years	21	14
		28-35 years	9	6
		>35 years	3	2

Total				150	100
3	Last Education Level	Senior High School	116	77,3	
		Diploma	2	1,3	
		Bachelor's Degree	28	18,7	
		Postgraduate	4	2,7	
Total				150	100
4	Occupation	Student	116	77,3	
		Private Employee	24	16	
		Goverment Employee	3	2	
		Entrepreneur	5	3,3	
		Freelancer	2	1,3	
Total				150	100
5	Income or Allowance	<Rp.1.000.000	55	36,7	
		Rp.1.000.001- Rp3.000.000	57	38	
		Rp.3.000.001- Rp5.000.000	19	12,7	
		>Rp5.000.000	19	12,7	
Total				150	100

Source: Processed primary data, 2025

The respondent characteristics in this study consist of 150 individuals, predominantly female (109 respondents). This female dominance can be attributed to the higher level of awareness and frequent usage of beauty and skincare products among women. Most respondents are aged between 18 and 22 years, hold a senior high school or vocational school education, and are students, representing a young consumer segment that actively uses social media particularly TikTok to seek information, especially related to beauty and skincare products. In terms of economic background, the majority of respondents have a monthly income or allowance ranging from Rp1,000,001 to Rp3,000,000. This reflects a moderate yet promising purchasing power, especially for affordable skincare products such as those offered by Facetology. This group typically considers both product effectiveness and economic value when making purchase decisions.

Classical Assumption Tests

Table 3. Classical Assumption Test Results: Normality

Equation	Asymp. Sig (2-tailed)
Structural 1	0,200

Source: Processed primary data, 2025

The normality test was conducted to determine whether the data in this study are normally distributed. Based on the results of the Kolmogorov-Smirnov test, the significance value exceeds 0.05, indicating that the residuals are normally

distributed. Therefore, the data meet the assumption of normality required for further regression analysis.

Table 4. Classical Assumption Test Results: Multicollinearity

Equation	Model	Collinearity Statistics	
		Tolerance	VIF
Structural 1	Social media marketing activities	0,262	3,820
	Brand Trust	0,283	3,538
	Brand Preference	0,394	2,536

Source: Processed primary data, 2025

Based on the results of the multicollinearity test, the tolerance values for the independent variables social media marketing activities, brand trust, and brand preference are all greater than 0.10, with their corresponding Variance Inflation Factor (VIF) values below 10. The analysis confirms that the regression model does not suffer from multicollinearity among the independent variables.

Table 5. Classical Assumption Test Results: Heteroscedasticity

Equation	Model	t	Sig.
Structural 1	Social media marketing activities	-0,908	0,366
	Brand Trust	0,399	0,691
	Brand Preference	0,496	0,621

Source: Processed primary data, 2025

Based on the results of the heteroscedasticity test using the Glejser test, it was found that the variables social media marketing activities, brand trust, and brand preference do not show a significant relationship with the absolute residuals. This indicates that there is no evidence of heteroscedasticity in the regression model used in this study.

Hypothesis Testing

Table 6. Results of Multiple Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,048	0,581		1,803	0,073
Social Media Marketing Activities	0,259	0,052	0,347	5,016	0,000
Brand Trust	0,577	0,088	0,435	6,533	0,000
Brand Preference	0,231	0,068	0,190	3,379	0,001

Source: Processed primary data, 2025

The multiple linear regression equation can be formulated as follows:

$$Y = 1,048 + 0,259X_1 + 0,577X_2 + 0,231X_3$$

Notation:

- Y = Purchase Intention
X₁ = Social Media Marketing Activities
X₂ = Brand Trust
X₃ = Brand Preference

Referring to the equation obtained through multiple linear regression analysis, it can be interpreted that the constant value (α) or intercept is 1.048. This means that if all independent variables, namely social media marketing activities, brand trust, and brand preference, are disregarded, the value of purchase intention is estimated to be 1.048. The analysis shows that social media marketing activities have a coefficient of 0.259, suggesting that for each additional unit of increase in this variable, purchase intention among consumers is expected to increase by 0.259 units, provided other factors stay the same. Furthermore, the brand trust coefficient is 0.577, indicating that a one-unit increase in brand trust contributes to a 0.577-unit increase in purchase intention, making it the most dominant influencing factor in the regression model. Meanwhile, the coefficient for brand preference is 0.231, suggesting that a higher preference for the brand can enhance purchase intention by 0.231 points.

Table 7. Results of F-Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1490.328	3	496.776	217.693	.000
Residual	333.172	146	2.282		
Total	1823.500	149			

Source: Processed primary data, 2025

The obtained F-test significance value of 0.000, which is below the 0.05 threshold confirms the overall significance of the regression model. This finding indicates that the regression model, which includes social media marketing activities, brand trust, and brand preference, indicates that when considered together, the variables significantly affect consumers intention to purchase.

Table 8. Coefficient of Determination (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.904	.817	.814	1.51063

Source: Processed primary data, 2025

The Adjusted R Square value of 0.814 demonstrates that 81.4% of the changes in purchase intention are accounted for by the independent variables – social media marketing activities, brand trust, and brand preference. This substantial proportion reflects the model's strong ability to explain variations in consumer purchase intention, while the remaining 18.6% is influenced by factors not included in the model.

Table 9. Results of t-Test

Variable	tValue	Sig.	Conclusion
Social Media Marketing Activities	5,016	0,000	Significant
Brand Trust	6,533	0,000	Significant
Brand Preference	3,379	0,001	Significant

Source: Processed primary data, 2025

The t-test results, which were carried out to evaluate the partial influence of each independent variable on purchase intention, indicate that all three independent variables have a statistically significant effect. Specifically, the social media marketing activities variable yielded a t-value of 5.016 with a significance level of 0.000, which is below the threshold of 0.05, indicating a significant impact on purchase intention and supporting H1. Brand trust demonstrated the highest t-value of 6.533 and a significance level of 0.000, suggesting that it is the most dominant factor affecting purchase intention, thus supporting H2. Meanwhile, brand preference also showed a significant effect with a t-value of 3.379 and a significance level of 0.001, confirming H3. Overall, the variables influencing purchase intention, ranked from the most to the least impactful, are brand trust, social media marketing activities, and brand preference. All three variables were found to have a positive and statistically significant effect on consumers' intention to purchase.

DISCUSSION

The impact of social media marketing activities on purchase intention yielded positive and significant results, thereby validating the first hypothesis. This indicates that the more intensive and effective Facetology utilizes social media, especially TikTok, as a marketing platform, the higher the consumers' intention to purchase its products. The entertainment indicator achieved the highest average score, indicating that engaging and entertaining content can capture consumers' attention through visual appeal and high-quality substance. This finding can be explained through the hierarchy of effects theory at the cognitive stage, where social media marketing activities serve as stimuli that build awareness and enhance consumers' understanding of the product's benefits. The results of this study are consistent with the findings reported by previous researchers such as Aji et al. (2020), Choedon & Lee (2020), Florensia et al. (2024), Hidayah & Akmal (2023), Husain et al. (2022), Iqbal et al. (2024), Prasetyo et al. (2025) and Wiweko & Ferdinand (2025), which state that social media marketing activities have a positive and significant impact on purchase intent.

Brand trust also has a positive and significant effect on purchase intention, with the consistency indicator receiving the highest average score, indicating that consumers tend to have purchase intentions because they believe in Facetology's ability to fulfil the claims or promises communicated. In the context of the hierarchy of effects theory, brand trust falls under the affective stage, where consumers evaluate and develop positive attitudes toward the brand before making a purchase. These findings are also supported by previous research, such

as that conducted by Azhar & Zulganef (2025), Chae et al. (2020), Ling et al. (2023), Margitarino & Murwanti (2025), Prasetyo & Zahira (2021), Ramadhani & Prasasti (2023), Salhab et al. (2023), Sun et al. (2022) and Zahira et al. (2023), the results confirm that brand trust positively and significantly affects consumers' intention to purchase.

Brand preference also demonstrates a strong and meaningful impact on purchase intention, with the *brand liking* indicator achieving the highest rating. This suggests that emotional appeal and a strong personal preference for Facetology over other competing brands serve as key internal motivators driving consumers to choose the product. Brand preference in the hierarchy of effects theory reflects consumers' emotional responses at the affective stage, where consumers not only recognize and trust the product but also prefer it and are more likely to choose this brand over others in the same category. The outcomes of this research correspond with the conclusions drawn by earlier studies from Castillo et al. (2022), Gómez-Rico et al. (2023), Hasbi & Riqiani (2022), Puriwat & Tripopsakul (2021) Silvia. A. R. N. & Fernando (2020) and Wiweko & Ferdinand (2025), concluded that brand preference positively and significantly influences consumers' purchase intent.

CONCLUSIONS AND RECOMMENDATIONS

This research confirms that social media marketing activities positively and significantly affect consumers' purchase intention. In other words, the more actively Facetology engages in social media marketing, the higher the likelihood that consumers will intend to buy its products. Furthermore, consumer trust in the Facetology brand significantly enhances purchase intention, indicating that as trust in the brand increases, so does the consumer's inclination to make a purchase. In addition, brand preference plays a crucial role, as a stronger emotional preference or affinity for Facetology leads to a higher level of interest in purchasing the brand's products.

Recommendations for Facetology include increasing interaction with consumers on TikTok through active responses and participatory content, strengthening transparency by displaying laboratory test results and authentic testimonials, identifying competitive advantages that differentiate the brand from competitors, and optimizing social media marketing as a means of product education and emotional appeal to encourage consumer purchasing decisions. Recommendations for future researchers include developing a research model by adding additional variables such as eWOM, perceived value, brand image, influencer credibility, and brand ambassadors, expanding the geographical scope beyond Denpasar City, or comparing brands within similar product categories to contribute more broadly to the development of marketing management science, particularly within the context of the beauty and skincare industry.

ADVANCED RESEARCH

This study has several limitations that should be acknowledged. Because the study was conducted solely among consumers of Facetology products in Denpasar City, the extent to which the findings can be applied to other regions

with distinct consumer characteristics may be limited. In addition, the study only examined a limited number of variables, namely social media marketing activities, brand trust, and brand preference, leaving out other potentially influential factors. Therefore, future research is encouraged to broaden the scope by including additional variables such as electronic word of mouth (eWOM), perceived value (Chen & Lin, 2019), brand image (Weking & Panasea, 2025) influencer credibility, and brand ambassador. Expanding the geographic scope beyond Denpasar or conducting comparative studies across different brands within the same product category is also recommended. These improvements are expected to provide a more comprehensive understanding of consumer purchase intention, especially in the context of the beauty and skincare industry.

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