

How Tiktok Platforms Promotes Impulsive Buying On Skintific Products: Examining The Role Of Customer Inspiration

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Abstract

The development of social media, especially TikTok, has changed the way consumers shop, including impulsive buying behavior. This study objective is to see how attractiveness, expertise, inventiveness, social presence, and trustworthiness influence customer inspiration to buy Skintific products on the TikTok platform. By conducting questionnaires to respondents that are TikTok users and have seen Skintific content, this study uses a quantitative approach. The number of respondents, 304, is a purposive sample. The data was analyzed using the Partial Least Square-Structural Equation Modeling (PLS-SEM) approach using SmartPLS software. The results of the study show that innovativeness and social presence have a positive and significant effect on customer inspiration, while attractiveness, expertise, and trustworthiness does not have a significant effect on customer inspiration. Furthermore, the test results also prove that customer inspiration has a positive and significant effect on impulsive buying of Skintific products on TikTok platform. These findings indicate that the process of impulsive buying is more influenced by the creativity of content and social interaction than by the credibility of influencers alone. This study implies that companies, especially Skintific, need to focus their digital marketing strategies on strengthening innovative and interactive content to build customer inspiration as the main trigger for impulsive buying. It is anticipated that this study will advance the field of digital marketing science and act as a guide for companies developing social media-based marketing plans.

Keywords: TikTok, Customer Inspiration, Impulsive Buying, Social Media Marketing.

I. INTRODUCTION

Skintific is a skincare brand that was founded in 1957 in Canada. The combination of the words “Skin” and “Scientific” is the name of this brand. However, the brand originally emerged in Oslo, Norway, created by Kristen Tveit and Ann-Kristin Stokke. Over time, Skintific production was taken over by scientists in Canada, even though it initially originated from Norway.

Economic growth has become heavily reliant on technology in the present digital era. Technology have impact on practically every aspect of human life, altering the way of life in a more contemporary civilization. Information technologies and communication mediums, especially advancements in business and marketing, are one factor that has an impact. One strategy for a firm to remain competitive in the age of globalization is to use information technology by leveraging the rapidly evolving internet media. The availability of Internet technology facilitates people’s ability to communicate, do information searches, and grow their businesses.

Social media has become an integral aspect of people's everyday life in the digital age. The rapid development of information technology changed the way individuals communicate, share information, and engage in consumption activities. TikTok is one of the social media sites that significantly affects customer behavior. Its popularity is not only limited to entertainment, but has also become a powerful marketing tool for businesspeople to promote their products and services effectively. TikTok has quickly become one of the most significant social media sites in the world, especially with younger users. TikTok has reached 1.59 billion active users worldwide, with Indonesia having the second largest number of users at 107.69 million. This high number of users creates a great opportunity for business actors to optimize TikTok as a digital marketing strategy. According to figures revealed by TikTok's advertising

resources, TikTok will have 108 million users in Indonesia by early 2025. While TikTok lets advertisers display adverts to viewers who are at least 13 years old, the tool can only display data for audiences aged 18 and above. In this context, TikTok statistics show that by early 2025, TikTok ads will reach 53.5 percent of adults in Indonesia aged 18 and above.

One brand that actively uses TikTok for its marketing strategy is Skintific (Jacob, 2024). By utilizing TikTok's content-driven nature to influence public opinion, Skintific has successfully used the site to launch its brand identity and distribute product information. Skintific is a skincare brand that actively promotes and sells its products through TikTok. With its official account @Skintific_id, the brand has successfully attracted 3.3 million followers. The content shared includes detailed product information, such as active ingredients, functions, benefits, competitive advantages, and promotions. Users are more likely to come across Skintific products and be enticed to purchase them without previous planning because the platform's technology magnifies viral trends and product suggestions.

Both internal and external influences have an impact on consumer purchase decisions. Individual wants are among the internal influences, preferences, and perceptions, while external factors encompass environmental influences, particularly the impact of social media. TikTok, with its innovative features such as TikTok Shop, live-stream shopping, product reviews, and influencer endorsements, has become a powerful platform that significantly contributes to the rise of impulse purchases.

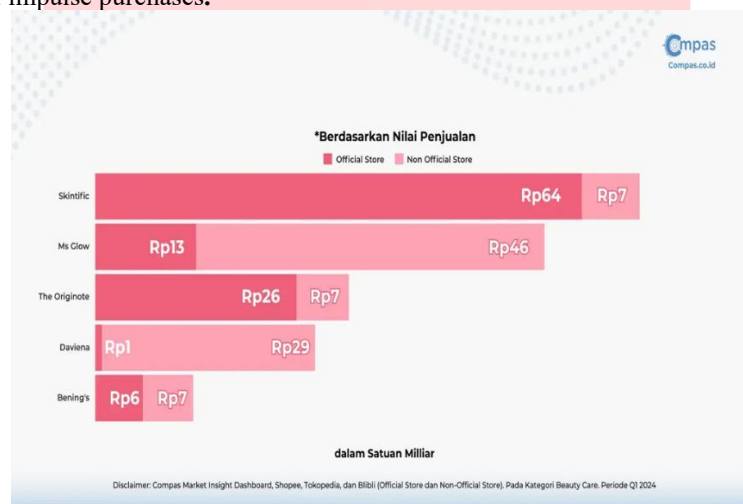


Figure 1 Skintific Data Sales

Source: Kompas (2024)

Skintific's dominance in e-commerce allowed them to achieve an 89.2% market share in the beauty package sector. The amount of money made at Skintific's official store under the brand name Skintific contributed the majority of this market share. Data monitored by Kompas.co.id shows that the number of products sold from Skintific on the marketplace reached 149.9 thousand, while the sales value obtained by the store was IDR 47.6 billion. Skintific has become the market leader for beauty packages in Indonesia in Q1 2024 with sales of more than IDR 70 billion. This success cannot be separated from the precise strategy they have implemented, namely maximizing Brand Ambassadors. Skintific collaborates with well-known brand ambassadors such as Nicholas Saputra to increase the appeal and credibility of the product.

Recent studies reveal a paradox in the digital skincare market: high purchase interest is not accompanied by strong brand loyalty. According to several studies, social media content increases purchase intent by boosting trust in influencers and the visual appeal of products. In the skincare industry, customers are often interested in trying various brands without committing to a particular brand in the long term. This indicates that our understanding of the psychological mechanisms that cause high purchase interest to emerge quickly does not always develop into loyalty. Therefore, this study places customer inspiration as the main factor that can explain the indirect correlation between TikTok content exposure, impulsive purchases, and the lack of brand loyalty formation in the skincare industry.

Consumer inspiration is further increased by the caliber and originality of Skintific's TikTok content marketing. In addition to drawing viewers in, interesting and educational movies enhance brand perception, which raises purchase intent. The inspirational power of well-crafted digital content is highlighted by research conducted among Gen Z and Millennials, which shows that brand image, content marketing, and content quality all significantly and favorably influence the intention to buy Skintific items.

In this context, it is important to examine how the concept of customer inspiration embedded in TikTok content can influence consumers impulse purchase behavior. By get to understand the factors that drive purchasing decisions, Skintific can develop more effective marketing strategies based on a deeper understanding of consumer psychology. This will not only increase the effectiveness of marketing campaigns but also strengthen brands competitiveness in an increasingly dynamic digital ecosystem.

II. LITERATURE REVIEW

A. Marketing Management

Marketing management is process that encompasses all marketing activities, such as planning, implementation, and control to achieve organizational goals, including maximizing customer satisfaction and increasing market share and long-term profitability. This process involves market analysis, segmentation, targeting, positioning, and marketing strategies that focus on products, pricing, distribution, and promotion (Shoira Azimovna & Ro'ziqulova Nilufar, 2023). Marketing management aims to understand consumer needs and desires better than competitors, as well as cultivate enduring connections with clients based on satisfaction and loyalty (Kotler et al., 2016).

The approach to marketing management is now shifting to a dynamic strategy due to the ever-changing business environment. Companies now implement planning, implementation, and evaluation processes simultaneously rather than just following a linear marketing flow. This method allows businesses to optimize existing resources while balancing new market exploration, maintaining customer loyalty, and promoting sustainable growth (Sarfo et al., 2024). Therefore, paying attention to service and providing a sense of security to customers is very important to raise client satisfaction. Customers will stick with the same things if they are happy, and services again or even recommend them to others (Fahmirakhman Abdullah & Apsari Sugiat, 2025).

B. Digital Marketing

Digital marketing is an exciting new concept for many businesses nowadays because it gives businesses and consumers a new way to communicate, share information, and make purchases and sales (Yaseen et al., 2019). Marketers have taken notice of digital marketing (De Vries et al., 2017) because it makes it easier for businesses and consumers to communicate with one another, preserving the emotional and psychological ties that bind individuals to businesses (Gillpatrick, 2019).

Customers that use digital resources during the shopping process are more likely to use social media (Dwivedi et al., 2023). The ability of the business to organize and carry out digital marketing is known as digital marketing capability (Chaffey Dave & Fiona Ellis-Chadwick, 2019). This competency refers to the procedures, frameworks, and competencies that form a business's core assets and allow it to thrive in the digital era. Digital marketing capabilities refer to a company's ability to leverage the internet and other information technologies to facilitate in-depth customer engagements. Through these connections, businesses can learn more about their customers and customers can access company resources and information (Trainor et al., 2011).

Digital marketing is another area where TikTok has a noticeable impact. To increase brand visibility, customer engagement, and sales conversion, brands take use of the platform's viral challenges, influence partnerships, and innovative video content. Effective marketing techniques on TikTok can greatly boost product exposure and influence purchasing decisions, according to systematic reviews, making it a useful tool for e-commerce and brand promotion (Yulianto et al., 2024).

C. Social Media Marketing

Customers that use digital resources during the shopping process are more likely to use social media (Dwivedi et al., 2023). Social media's growing popularity has altered communications and had a significant influence on firms' marketing plans. Social media platforms like Facebook, Instagram, YouTube, and others are used by brands, and others increasingly as a result of the growing usage of these platforms for brand marketing. Posts of photographs, videos, and messages have expanded along with customers increased digital involvement, suggesting that marketing campaigns, brand relationships, and encounters progressively take place throughout the many social media networks (Mandhyan Payal, 2020).

Social media has become one of the most popular media globally and has a major influence on consumer behavior. These platforms provide genuine data from all over the world in real-time and allow customers to compare and interact in effective two-way communication (Prasad et al., 2017). Customers will be more interested in following if they see a lot of social media interaction. Thus, customers will be more interested in buying items that other people recommend (Winarno & Indrawati, 2022).

D. Source Characteristics

According to this Yang et al. (2024), identifies source credibility as a source characteristics effect customer inspiration that influences impulsive purchase on social media. The primary antecedents of customer inspiration are source characteristics (e.g. advertisements, stores presentations, virtual reality, messaging, and videos), which in turn influence attitudes, emotions, and behaviours (Bottger et al., 2017; Zhou et al., 2023). The term "source credibility" describes how someone interprets the veracity and authenticity of a message. The primary indicator of a user's acceptance of information is the reliability of the source (Yang et al., 2024). The are three most frequently mentioned elements of source credibility or source characteristics are attractiveness, expertise, and trustworthiness (Bottger et al., 2017).

2.4.1 Attractiveness

Attractiveness is one of the factors that influences the effectiveness of communication and a person's perception of a source of information or communicator (Yang et al., 2024). In social media, a source's likeability and beauty define their attractiveness (Wang & Scheinbaum, 2018). Attractive stimuli are more likely to grab viewers' attention, which helps them comprehend items and better visualize on product experience (Fang et al., 2023). High levels of consumer inspiration can be evoked by source attractiveness, which can draw attention and broaden viewers' imagination (Fang et al., 2023).

Attractiveness also has a significant influence in marketing and advertising, especially in the fashion and beauty industry, where models or public figures with high attractiveness can increase consumer interest in a product (Margom & Amar, 2023). In a digital context, social media influencers with visual appeal and attractive personalities tend to have more followers and higher engagement, which ultimately impacts the effectiveness of marketing communications (Eslami Pouyan et al., 2024).

2.4.2 Expertise

Expertise is crucial to establishing the legitimacy of an information source. Expertise is the degree to which a communicator has relevant knowledge, skills, and experience in a particular (Ecker, 2021). Therefore, to increase credibility, communicators need to demonstrate their expertise in a way that is convincing and relevant to the audience's needs (Rich, 2007).

2.4.3 Trustworthiness

Trustworthiness is one of the key components of the credibility of an information source. Trust describes the degree to which a communicator is seen as honest, reliable, and has good intentions towards his/her audience (Elo, 2014). Trust can be built through transparency, consistency in conveying information, and a good track record in maintaining integrity. In marketing and advertising, brands that display honest and non-exaggerated customer testimonials are more likely to gain consumer trust (Sekhon, 2014).

In addition, in the academic and journalistic worlds, trustworthiness is very important to ensure that the information conveyed is fact-based and verifiable. In a digital era filled with misinformation, trustworthiness becomes increasingly crucial in helping audiences distinguish between valid and manipulative information (Syamsidar, 2023).

E. Platform Characteristics

Platform characteristics such knowns as social presence is a factor that influences consumer inspiration and causes impulsive purchases on social media (Yang et al., 2024; Algharabat et al., 2018).

2.5.1 Social Presence

Customers are inspired by social media, which further influences their impulsive purchases. Social media gives users a flexible and engaging environment, in addition to platforms for social presence that effect customers to see other people's presence, all of which increase customer inspiration (Yang et al., 2024). The extent to which a medium facilitates users' psychological perception of others' presence whether that presence be suggested, real, or imagined is referred to as social presence (Algharabat et al., 2018).

Social presence is a result of interpersonal interactions and can be used to characterize the distinctive features of social media (Sullivan & Koh, 2019). In fact, users' psychological proximity is increased when they perceive social presence, and this affects their behaviors and perceptions (Kahlow et al., 2020).

F. Personal Characteristics

Personal characteristics, such as an individual's imagination, are a major precursors of consumer inspiration, which in turn influences attitudes, feelings, and actions (Bottger et al., 2017; Zhou et al., 2023). Personal characteristics, such as promotion focus and openness to new experiences, are the pertinent personal attributes of the consumers who are exposed to the marketing stimuli (H. Sheng et al., 2020).

2.6.1 Innovativeness

Innovativeness refers to the ability of an individual or organization to generate, adopt, and implement new ideas to create added value. In the world of business and marketing, innovation is essential to maintain competitiveness and attract consumer interest (Bakrie, 2024). In the digital context, innovation often involves the use of the latest technologies, such as artificial intelligence, virtual reality, and data-driven personalization to enhance the user experience (Hartatik, 2023).

G. Customer Inspiration

Customer inspiration are a new concept that presents intriguing possibilities for study to better know consumer behavior and develop marketing theory (Saha & Mukherjee, 2022). Consider customer inspiration in the context of marketing, and characterize it as a customer's motivated condition that transitions from ideas generated by marketing to reaching consuming objectives. Two elements make up customer inspiration: being "inspired-by" and being "inspired-to" (Yang et al., 2024).

2.7.1 Inspired-by

The term "inspired-by" describes the state of motivational activation brought on by outside marketing stimuli (such as store displays, internet advertisements, and images), which transforms consumers' knowledge into new possibilities (Zhou et al., 2023).

2.7.2 Inspired-to

On the other hand, being inspired-to is the urge to accomplish something or make inspired things a reality that comes after got inspired-by outside marketing stimuli (Yang et al., 2024). The inspired-to state is a intent that motivates someone to bring fresh ideas to life (Cao et al., 2022). After being inspired, people typically have a strong desire to act on their newly created ideas right away (Bottger et al., 2017).

Customer inspiration also has a positive impact on users' emotions, attitudes, and actions (Bottger et al., 2017). According to Yang et al. (2024), claim that the antecedents of customers' inspiration on social media are and source credibility (source characteristics), social presence (platform characteristics), and customer innovativeness (personal characteristics) will effect impulsive buying in social media via customers inspiration.

H. Impulsive Buying

Impulsive buying is an involuntary, non-thinking action linked to a strong desire to purchase something right away (Yang et al., 2024). Three primary theme contexts have been used to study impulsive buying: social media, websites, and physical stores (Kimiagari & Asadi Malafe, 2021). Because social media is so widely used, impulsive purchases are becoming more common there (Szymkowiak et al., 2021).

Impulsive buying, a common consumption activity in the daily lives of contemporary consumers, is characterized as an unplanned purchase brought on by a powerful stimulation without thorough thought or a logical decision-making process (Y. Wang et al., 2022). Impulsive buying, according to Sun et al. (2023), is characterized as purchasing activity that is spontaneous, unplanned, and motivated by intense emotional reactions to external stimuli.

I. Customer Behavior

Kotler et al. (2022), state that studies on consumer behavior focus on how a person, groups, and organizations make decisions to buy, purchase, use, and evaluate goods, services, ideas, or experiences to fulfill their needs and desires. According to M. Anang Firmansyah (2018), this indicates that consumer behavior is closely related to the purchasing decision-making process and encompasses the actions consumers take when searching for, considering, or purchasing goods, services, or experiences.

From the previous explanation, it can be seen that consumer behavior is a field of study that observes how individuals or groups make decisions in selecting, purchasing, using, and evaluating goods or services to meet their needs and desires. This includes consumer activities in searching for, learning about, and evaluating goods and services available in the market

J. Theoretical Framework

According to (Indrawati, 2015), a theoretical framework is a crucial component of any research project since it is developed by examining a number of factors from earlier studies that are rationally related to the problems the study has identified. In order to create a through research model, this method comprises connecting these variables.

According to (Bottger et al., 2017), there’s two dimensions of customer inspiration: first, inspiration inspires the customers to feel inspired (inspired-by), and second, an external marketing stimulus inspires the customer to act (inspired-to). Vibrant, captivating content and social influence trigger the customer inspiration "inspired-by" and "inspired-to" on TikTok and other social media platforms. Exposure to creative or influential videos activates the "inspired-by" state, which in turn triggers the "inspired-to" state, which encourages users to take actions like interacting with content or making purchases (Izogo & Mpinganjira, 2020; (Yang et al., 2024). The "inspired-by" and "inspired-to" states have a positive relationship and work together to mediate the impact of TikTok content about user behavior such as engagement and purchase intention that can result in impulse buying. Source characteristics, social presence as platform characteristics, and customer innovativeness as personal characteristics of the content all contribute to this process (Yang et al., 2024).

The purpose of a theoretical framework, according to Indrawati (2015), is to identify key factors in the study and show the relationship between these variables. This study will adapt the study by Yang et al. (2024) entitled "How social media promotes impulse buying: examining the role of customer inspiration" because it has the same context in investigating how social media platforms, especially TikTok, encourage impulse buying on Skintific products by analysing the role of customer inspiration. Therefore, the following is the research framework for this study:

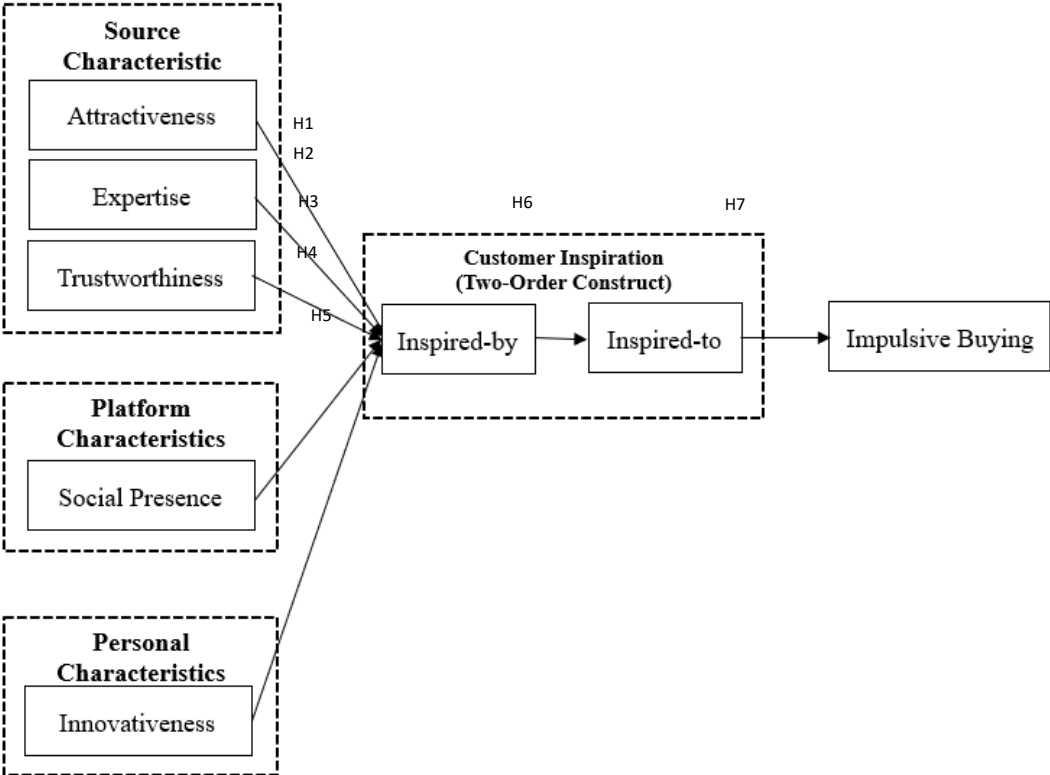


Figure 1 Theoretical Framework

K. Research Hypothesis

In this study, the hypothesis will be derived from the previously described theory, and the relationship between each determined variable will be thoroughly explained.

H1: Attractiveness positively effect the inspired-by state of customer inspiration.

- H2: Expertise positively effect the inspired-by state of customer inspiration.
 H3: Trustworthiness positively effect the inspired-by state of customer inspiration.
 H4: Social presence positively influences the inspired-by state of customer inspiration.
 H5: Innovativeness positively influences the inspired-by state of customer inspiration
 H6: The inspired-by state positively influences the inspired-to state of customer inspiration.
 H7: The inspired-to state positively influences impulsive buying.

III. RESEARCH METHODOLOGY

The quantitative approach was used in this study. Based on this type of research, a causal approach is employed, involving a cause-and-effect relationship between variables. Individual analysis is used in this study based on the unit of analysis. Given the researcher's background, a non-contrived approach is used, which means the experiment is carried out in a normal and frequently occurring environment. In terms of implementation and data processing, this study takes a cross-sectional approach, conducted in a single period with no follow-up. For the item measurement, the author used the likert scale, which is an interval scale. The likert scale ranging from 1-5, with some options including "Strongly Disagree" (1), "Disagree" (2), "Neutral" (3), "Agree" (4), and "Strongly Agree" (5). The likert scale ratings used in the questionnaire are displayed in a table. How TikTok platforms promotes impulsive buying on Skintific product: examining the role of customer inspiration was assessed using this questionnaire. The distribution of the online questionnaire through Google Form is intended to collect data from all areas in Indonesia. The researchers utilized the SmartPLS software for the analysis. The target sample for this research consists of Skintific users in Indonesia as the the population size is large and unknown, researchers typically utilize the Bernoulli formula. A confidence level of 95% was chosen, resulting in a Z value of 1.645 and an acceptable error rate of 5%. The probability of acceptance or rejection for each questionnaire was set at 0.5. The study determined that a minimum of 270.60 respondents were needed. After distributing the questionnaire, the study successfully obtained 304 respondents in total. The data is collected via an online questionnaire.

IV. RESULTS AND DISCUSSION

Respondent Characteristic

The target of this research is Skintific users in Indonesia who are aware of Skintific, regardless of they have purchased it on TikTok platform. There were 270.60 samples of respondents and a total sample of 304 samples. The demographic aspects of the respondents are explained based on TikTok user in Indonesia, gender, age, occupation, income, and had purchase Skintific products. Here are the stages:

- a. In the first stage, the characteristics of the respondents were divided into two categories based on gender, namely male and female out of 304 respondents. There is a significant difference among the 304 respondents collected. From the data above, it can be seen that there were 46 male respondents, accounting for 15.1% of the total, while there were 258 female respondents, making up for 84.8% of the total. This shows that the majority of respondents who have purchased Skintific products on TikTok are women.
- b. In the second stage, characteristics of respondents are determined based on age. 304 respondents collected, it was found that 143 respondents were aged 18-25 years old with a percentage of 47%, while 135 respondents were aged 26-33 years old with a percentage of 44.4%. There were 23 respondents aged 34-41, representing 7.5% of the total. There were 4 respondents aged over 41, representing 1.3% of the total. This shows that the majority of respondents who purchased Skintific products on TikTok were aged 18-25.
- c. In the third stage, the characteristics of the respondents are determined based on their job. 304 respondents who are students have a percentage of 29.2% or 89 people, private employees have a percentage of 39.1% or 119 people, government employees have a percentage of 18.7% or 57 people, entrepreneurs accounted for 12.8% or 39 people, and other occupations accounted for 23.1% or 102 people. The results shows that the majority of respondents who have purchased Skintific products on TikTok are private sector employees.
- d. In the fourth stage, the respondents are characterized based on their earnings. 304 respondents with an income of <1,000,000 have a percentage of 20.3% or 62 people, 1,000,000-5,000, 000 have a percentage of 51.9% or 158 people, 5,000,000-10,000,000 have a percentage 20.4% or 63 people,

10,000,000-15,000,000 have a percentage of 4.6% or 14 people, and >15,000,000 have a percentage of 2.3% or 7 people. The data shows that the majority of respondents who have purchased Skintific products on TikTok have an income of 1,000,000-5,000,000.

Evaluation Analysis of Measurement Model

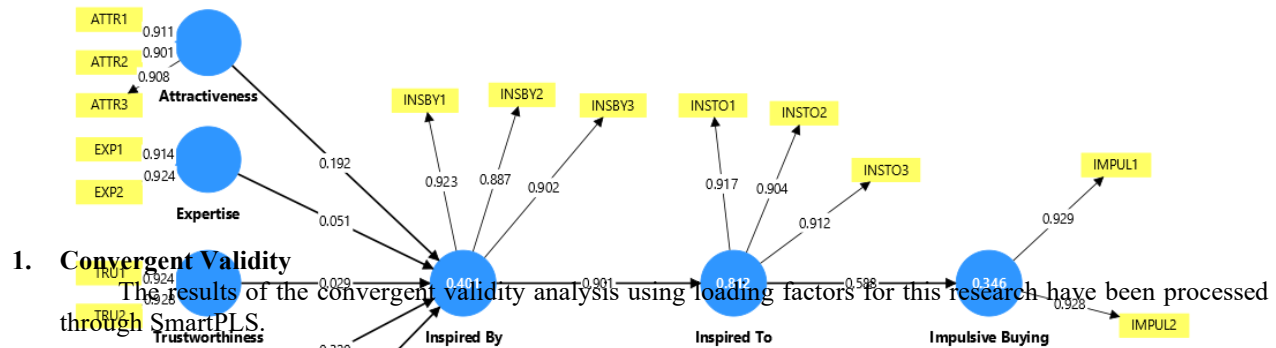


Table 1 Loading Factor of Convergent Validity

	ATTR	EXP	TRU	SOPR	INO	INSBY	INSTO	IMPUL
ATTR1	0.911							
ATTR2	0.901							
ATTR3	0.908							
EXP1		0.914						
EXP2		0.924						
TRU1			0.924					
TRU2			0.928					
SOPR1				0.920				
SOPR2				0.924				
INO1					0.912			
INO2					0.906			
INO3					0.913			
INSBY1						0.923		
INSBY2						0.887		
INSBY3						0.902		
INSTO1							0.917	
INSTO2							0.904	
INSTO3							0.912	
IMPUL1								0.929
IMPUL2								0.928

It is clear from the results in Table 1 above that each indicator has a factor loading greater than 0.7, indicating its validity. This indicates that each indicator can accurately measure the latent variable associated with it. Average

Variance Extracted (AVE) demonstrates convergent validity in addition to factor loading data. The metric that indicates whether the items used to evaluate a variable converge or not is called average variance extracted. If the AVE value is greater than 0.5, it is considered valid.

Table 2: Average Variance Extracted Score

Variable	Average variance extracted (AVE)	Results
Attractiveness	0.822	Valid
Expertise	0.844	Valid
Trustworthiness	0.857	Valid
Social Presence	0.850	Valid
Innovativeness	0.829	Valid
Inspired-by	0.818	Valid
Inspired-to	0.830	Valid
Impulsive Buying	0.863	Valid

Each latent variable is > 0.5 , meaning that each construct can account for more than 50% of the variance of the indicators, according to the AVE values in Table 2 above.

2. Discriminant Validity

Discriminant validity is an empirical test conducted to confirm that a study's variables differ from one another (Sumardi et al., 2023). According to Ghozali (2021), one method for testing discriminant validity is to use SmartPLS 4.0 software, which combines the Fornell-Larcker method.

Table 3 Fornell Larcker Criterion Scores

	ATTR	EXP	IMPUL	INNOV	INSBY	INSTO	SOPR	TRU
ATTR	0.907							
EXP	0.883	0.919						
IMPUL	0.589	0.572	0.929					
INNOV	0.479	0.425	0.564	0.911				
INSBY	0.525	0.483	0.592	0.464	0.904			
INSTO	0.497	0.459	0.588	0.450	0.901	0.911		
SOPR	0.549	0.504	0.597	0.489	0.553	0.505	0.922	
TRU	0.885	0.830	0.527	0.437	0.467	0.430	0.457	0.926

It is evident from the preceding table that each latent variable's AVE root values are higher than the correlation values between other variables. This suggests that the model's discriminant validity is strong.

3. Reliability Test

Cronbach's alpha was used to test the structures' reliability using composite reliability. If a construct's composite reliability was greater than 0.70 and its Cronbach's alpha was greater than 0.6, it was deemed reliable. By examining

the correlation between one indication and another, Cronbach's alpha was utilized to evaluate the consistency of indicators in each variable.

Table 5 Cronbach Alpha Results

Variables	Cronbach's Alpha	Result
Attractiveness	0.892	Reliable
Expertise	0.816	Reliable
Trustworthiness	0.834	Reliable
Social Presence	0.824	Reliable
Innovativeness	0.897	Reliable
Inspired-by	0.889	Reliable
Inspired-to	0.897	Reliable
Impulsive Buying	0.841	Reliable

Each variable has a good construct in forming its variable, according to the results in table 5 above. Because the Cronbach's alpha results are more than 0.6, this is known. Consequently, it can be said that the variables in this study measure their respective constructs consistently.

In addition to using Cronbach's alpha values, this study also utilizes composite reliability to test reliability. This test measures the consistency of constructs in a variable. The higher the composite reliability value, the better the quality of the variable construct.

Table 6 Composite Reliability Results

Variable	Composite reliability	Results
Attractiveness	0.892	Reliable
Expertise	0.818	Reliable
Trustworthiness	0.834	Reliable
Social Presence	0.824	Reliable
Innovativeness	0.897	Reliable
Inspired-by	0.889	Reliable
Inspired-to	0.898	Reliable
Impulsive Buying	0.841	Reliable

It is evident from the preceding table that each variable is well-constructed. Each variable's composite dependability value, which is all above 0.7, indicates this.

Evaluation Analysis of Structural Model (Inner Model)

A structural model is a model that links one endogenous variable to another or exogenous latent variables to endogenous latent variables. A number of factors are evaluated as part of the inner model evaluation, namely collinearity test, coefficient of determination (R^2), effect size (F^2), and predictive relevance (Q^2).

1. Collinearity Test

Collinearity testing is to see if there is a high correlation among independent variables. The test is using using the Variance Inflation Factor (VIF) test.

Table 7 Variance Inflation Factor (VIF) Results

Indicator	VIF
ATTR1	2.733
ATTR2	2.483
ATTR3	2.736
EXP1	1.904
EXP2	1.904
TRU1	2.044
TRU2	2.044
SOPR1	1.964
SOPR2	1.964
INO1	2.766
INO2	2.633
INO3	2.831
INSBY1	3.123
INSBY2	2.269
INSBY3	2.705
INSTO1	2.965
INSTO2	2.562
INSTO3	2.784
IMPUL1	2.113
IMPUL2	2.113

From the table above, it shows that all VIF values for each independent variable are below 5. This indicates that between variables there is no multicollinearity.

2. Hypothesis Testing Result

From the results of hypothesis testing, it is evident all paths exhibit significant T-values. This significance is attributed to the study's one-tailed test requirement, where the T-value must exceed 1.65. Moreover, considering the P-value is < 0.05 , there is a significant relationship between independent and dependent variables, leading to the rejection of the null hypothesis.

Table 8 Hypothesis Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics (O/STDEV)	P values
ATTR -> INSBY	0.192	0.191	0.106	1.810	0.070
EXP -> INSBY	0.051	0.052	0.084	0.605	0.545
TRU -> INSBY	0.029	0.029	0.076	0.387	0.699
SOPR -> INSBY	0.320	0.321	0.072	4.424	0.000
INO-> INSBY	0.182	0.179	0.061	3.000	0.003
INSBY -> INSTO	0.901	0.901	0.012	74.815	0.000
INSTO -> IMPUL	0.588	0.588	0.053	11.172	0.000

In this study, three hypotheses were rejected and four were accepted. The accepted hypotheses showed positive and significant effects based on the required T-value and P-value criteria, while the rejected hypotheses did not meet the expected directional influence even though their statistical values were significant. Thus, the overall findings show that most of the hypotheses put forward are validated, with four being accepted and three not aligning with the predicted relationships.

V. CONCLUSION AND SUGGESTION

Research Conclusion

Based on the findings from this study, the researcher will address the research questions posed in Chapter 1 and conclude. The following explanations and conclusions are derived from the data analysis:

1. Attractiveness does not have a positive effect on the inspired-by state of customer inspiration of Skintific products on TikTok platform.
2. Expertise does not have a positive effect on the inspired-by state of customer inspiration of Skintific products on TikTok platform.
3. Trustworthiness does not have a positive effect on the inspired-by state of customer inspiration of Skintific products on TikTok platform.
4. Social presence has a positive influence on the inspired-by state of customer inspiration of Skintific products on TikTok platform.
5. Innovativeness has a positive influence on the inspired-by state of customer inspiration of Skintific products on TikTok platform.
6. Inspired-by has a positive influence on the inspired-to state of customer inspiration of Skintific products on TikTok platform.
7. Inspired-to has a positive influence on impulsive buying of Skintific products on TikTok platform.

Research Suggestion

The results of hypothesis testing show that social presence and innovativeness variables greatly influence customer inspiration (inspired-by) of Skintific products on the TikTok platform. Therefore, Skintific is advised to improve their marketing strategies that use social evidence, such as real testimonials, user reviews, and the number of uses or results before and after purchasing the product. Content that shows that Skintific products have been used and recommended by many users can increase customer trust and emotional interest, encouraging new inspiration from customers.

In addition, research findings shows innovativeness have a significant effect on customer inspiration, indicating that TikTok users are interested in content that is not only entertaining but also informative. Therefore, Skintific must create content that is concise, clear, and easy to understand, explaining the benefits of the product, its main ingredients, and how to use it. When information is conveyed in a concise and educational manner, customers will be able to see the benefits of the product and be inspired to try it.

The test results also show that customer inspiration have a significant effect on impulsive buying. Form results show that inspiration is the main factor that drives consumers' intention to buy goods, which in turn leads to impulsive purchasing decisions. Therefore, Skintific should create TikTok content that strategically encourages users to buy something, such as by telling users to do something, running limited promotions, or integrating directly into the TikTok store. By optimizing the customer inspiration and impulsive buying flow, Skintific can better improve its sales conversion rate.

Finally, Skintific recommends social presence and innovativeness into every piece of marketing content on TikTok. Content that showcases real user experiences while providing reliable information about the product will be more effective at inspiring customers and encouraging them to make a purchase. This strategy is in line with the characteristics of the TikTok algorithm, which prioritizes content with high levels of interaction.

There are several suggestions for future researchers, which can be explained as follows:

1. To improve the research model, the study should include additional variables such as hedonic motivation, brand attachment, risk perception, or brand love.
2. To learn more about the customer inspiration process, it is recommended to use a mixed method with in-depth interviews.

Expanding the research object to include Skintific skincare products and other brands

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