



The Role of Beauty Content Creators and TikTok Affiliates in Influencing Local Skincare Product Purchase Decisions

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ABSTRACT

The development of digital technology has significantly changed marketing strategies, including in the beauty industry. One of the modern forms of marketing that is now very popular is through social media platforms such as TikTok. Many beauty content creators are actively sharing reviews, tutorials, and recommendations for local skincare products. Not only that, TikTok's affiliate program also makes it easier for content creators to market products directly to their audience. This phenomenon encourages changes in consumer behavior, especially in making decisions to purchase local skincare products. This study uses a quantitative approach with a survey method. Data will be collected through the distribution of questionnaires to respondents who are active users of TikTok and have purchased local skincare products that are recommended to beauty creators. The independent variable in this study is the role of beauty content creators and TikTok affiliates, while the dependent variable is the purchase decision. The data analysis technique used is multiple linear regression analysis to see the effect simultaneously and partially. From this study, it is hoped that beauty content creators and TikTok affiliates have a significant influence on local skincare product purchase decisions. Trust in content creators, the quality of the content presented, and the ease of access to purchases through affiliate links are expected to be the main factors in encouraging consumers to buy promoted products.

INTRODUCTION

Background of the Problem

In recent years, the development of digital technology and social media has changed the way consumers interact with products and brands. One of the most influential platforms in this regard is TikTok, which has become a gathering place for various beauty content creators or beauty vloggers. They play an important role in promoting skincare products through interesting reviews, tutorials, and recommendations. However, behind this popularity, there are a number of problems that need to be examined, especially related to ethics and responsibility in marketing.

One of the main issues faced is the overclaim practice carried out by several beauty content creators. Overclaim refers to the act of exaggerating the benefits or content of a skincare product, which is often not supported by valid scientific evidence. This can mislead consumers, especially those who lack knowledge about skincare products. Many potential buyers get caught up in the sweet promises made by content creators, which can eventually lead to skin damage or other health problems, such as breakouts.

This phenomenon is further exacerbated by endorsements from skincare brands that provide significant financial rewards to content creators. In some cases, the payment received can reach hundreds of millions of rupiah. This creates an incentive for some content creators to neglect their ethical responsibilities and focus more on financial gain. Although not all beauty content creators are involved in this practice, the negative impact it has is quite significant for consumers who trust the information conveyed.

In addition, the news about beauty doctors who are also involved in overclaim practices further adds to the complexity of this problem. Some doctors, who are supposed to be reliable sources of information, are actually involved in product promotion with inaccurate claims. Even more surprisingly, these products are often sold at very low prices during live streaming sessions on TikTok. For example, skincare products that were initially sold for 3 million rupiah, were suddenly offered at a price of 300 thousand rupiah for four products at once. This price dumping practice not only harms consumers, but also lowers the credibility of the medical profession and local skincare brands.

This problem is becoming increasingly relevant in today's digital era, where information can be easily disseminated and accessed by the wider community. Therefore, this study aims to explore the role of beauty content creators and TikTok affiliate programs in influencing the purchase decision of local skincare products. This research is expected to provide deeper insights into the influence of digital influencers on consumer behavior, as well as the importance of ethics in digital marketing in the fast-growing era of social media.

Problem Formulation

Based on the background that has been explained, the formulation of the problem in this study is as follows:

1. How does beauty content creators influence the decision to buy local skincare products among TikTok users?

2. Does the promotion carried out by beauty content creators through the TikTok affiliate program have a significant effect on consumer interest and purchase decisions?

Research Objectives

Based on the formulation of the problem that has been presented, the objectives of this study are as follows:

1. To find out and analyze the influence of beauty content creators on the purchase decision of local skincare products on TikTok users.
2. To find out whether promotions carried out through TikTok affiliate programs by beauty content creators have a significant effect on consumers' interest and purchase decisions.

Research Benefits

This research is expected to provide benefits both theoretically and practically for various parties as follows:

For Educational Institutions

This research is expected to be an additional reference in development literature in the field of digital marketing management, especially regarding promotional strategies carried out by beauty content creators and affiliate marketing on social media.

For Libraries and Academics

This research can be used as a source of literature for students, researchers, and academics who are interested in exploring the phenomenon of the influence of beauty content creators and TikTok affiliates on consumer behavior. This research can also provide insights for the development of advanced research on similar topics.

For Business People and Prospective Affiliate Marketers

This study provides an overview of the important role of a content creator and affiliate in influencing consumer purchasing decisions, so that they can be used as a consideration to design a more effective and reliable promotional strategy, especially in reaching the Gen Z market and active TikTok users.

LITERATURE REVIEW

Definition of Research Variables

Research variables are everything that is the object of observation or measurement in a research. This variable is used to explain a phenomenon or the relationship between the phenomena being studied. In the study, the variables are differentiated into:

1. Independent Variable (X) → a variable that affects or causes change.
2. Dependent Variable (Y) → a variable that is affected or is the result of an independent variable.

According to Sugiyono (2019), *A research variable is an attribute or trait or value of a person, object, or activity that has certain variations that are determined by the researcher to be studied and drawn conclusions.*

Independent Variable (X/Independent Variable):

These variables are factors that affect.

→ **Beauty Content Creator**

→ **Affiliate TikTok**

Beauty Content Creator

Beauty content creators are individuals who actively produce and share content about beauty on digital platforms such as TikTok, Instagram, and YouTube. According to Khamis, Ang, and Welling (2017), content creators are a representation of modern prosumers who not only consume media, but also play a role in producing and influencing public opinion through the personal content they upload. In the context of beauty, they usually review products makeup, skincare, or providing beauty tips that can influence the decisions of their followers.

Affiliate TikTok

TikTok Affiliate is a partnership program that allows content creators to promote certain products through TikTok Shop links or features, and earn commission from any sales that occur through the link. Menurut Tuten dan Solomon (2018), Affiliate marketing is a form of performance-based marketing in which individuals earn a commission on sales generated through their promotional efforts. In the context of TikTok, this program has grown rapidly as an efficient digital marketing strategy and directly targets the audience. Usually they promote it by adding in the yellow basket every content they want to display, not only that, they also usually spread the link through whatsapp, this is done on beginner affiiate that has not met TikTok affiliate requirements. The requirement is a minimum of 500 followers for him to officially become a TikTok affiliate.

Dependent Variables (Y/Bound Variables):

This variable is the result or consequence of an independent variable.

→ *Local Skincare Product Purchase Decision*

Purchase Decision

Purchasing decisions are psychological processes carried out by consumers in choosing, considering, and ultimately purchasing a product or service. According to Kotler dan Keller (2016), A purchase decision is a stage at which the consumer evaluate various options and choose to buy based on motivation, needs, as well as external influences such as ads or influencer recommendations. In this case, beauty content creators and TikTok affiliates are one of the significant external factors.

Relevant Research

Ardinov, A.Z. (2023).

Heading: *Video Influencer Sebagai Preferensi Konsumsi Kecantikan pada Generasi Z di Social Commerce TikTok*

Institution: Universitas Islam Negeri (UIN) Syarif Hidayatullah Jakarta

Source: repository.uinjkt.ac.id

Findings:

This study examines how videos made by influencers on TikTok are able to influence beauty product consumption preferences in Generation Z. The results of the study show that the younger generation tends to trust visual content and personal narratives from influencers, which then shapes their decision to try or buy beauty products. This shows that visual content on TikTok is the main source of preference and consideration in buying skincare and makeup products, especially when accompanied by marketing strategies such as affiliate links and exclusive discounts.

Relevance:

This study is very relevant because it shows specifically the **influence of beauty content creators on TikTok on consumption/purchase decisions** among Gen Z – a target demographic that is also the audience of TikTok affiliates.

METHODOLOGY

Research Subject

The object of research in this research is active TikTok users in the STIM Sukma Campus area, especially those who follow or often watch content from beauty content creators and TikTok affiliates. The main focus is on consumers who buy local skincare products after being affected by promotions or reviews conducted by beauty content creators on TikTok.

The research subjects also included TikTok affiliates who promote local skincare products, to find out the extent of their role in shaping consumer purchasing decisions. TikTok as a social media and e-commerce platform currently has a big influence in the world of beauty, where many local brands use content creators as the spearhead of digital marketing.

Research Methods

In this study, the researcher used a **quantitative method**. Quantitative methods are research methods that are used to test theories using data in the form of numbers, as well as analyzing the relationships between predetermined variables.

According to **Sugiyono (2019)**, *“Quantitative methods can be interpreted as research methods based on the philosophy of positivism, used to research on certain populations or samples, data collection techniques using research instruments, quantitative/statistical data analysis with the aim of testing the hypothesis that has been established.”*

The use of this method is considered appropriate because the study wants to find out how much influence beauty content creators and TikTok affiliates have on local skincare product purchase decisions through measurable data.

Data Analysis

Data collection in this study was carried out using a **questionnaire** method that was distributed online to respondents. The questionnaire was designed with questions related to the frequency with which they watched beauty creator content, trust in TikTok affiliates, and their decision to buy local skincare products after watching the content.

In addition, observation techniques for several beauty content creator and TikTok affiliate accounts are also carried out passively to see the promotion strategy and audience response directly. The results of the questionnaire will be analyzed using simple statistical analysis techniques to measure the relationship between variables in the study.

RESULTS AND DISCUSSION

Validity Test Results

The following are the results of the questionnaire validity test:

Table 1. Validity Test Results

Variabel	Indicator	r-count	R-Table (5)%	Sig	Information
The Role of Beauty Content TikTok Creator and Affiliate (X)	X1	0,820598	0,316	0	valid
	X2	0,860514	0,316	0	valid
	X3	0,709642	0,316	0	valid
	X4	0,778707	0,316	0	valid
	X5	0,792775	0,316	0	valid
	X6	0,759113	0,316	0	valid
	X7	0,714371	0,316	0	valid
	X8	0,861183	0,316	0	valid
	X9	0,740869	0,316	0	valid
Purchase Decision(Y)	Y1	0,665904	0,316	0	valid
	Y2	0,748993	0,316	0	valid
	Y3	0,805431	0,316	0	valid
	Y4	0,821726	0,316	0	valid
	Y5	0,797652	0,316	0	valid

	Y6	0,788162	0,316	0	valid
	Y7	0,851159	0,316	0	valid

R-value of the entire indicator > r-table (0.316)
 Significance Value (**Sig.**) = 0, meaning very significant All indicators are declared **valid**

Based on the results of the validity test, all indicators on variables X (Role of Beauty Content Creators and TikTok Affiliates) and variable Y (Purchase Decisions) had a correlation value greater than r-table (0.316), as well as a significance value below 0.05. Thus, all questionnaire items in this study were declared valid.

Reliability Test Results

The following are the results of the Questionnaire Reliability test:

Table 2. Reliability Test Results

Variabel	Cronbach's Values Alpha	Information
X1	0,899	reliable
X2	0,873	reliable
Y	0,917	reliable

If Cronbach's Alpha value > 0.70 then it is a reliable conclusion

If Cronbach's Alpha value < 0.70, then it is unreliable

The results of the reliability test showed that all variables had Cronbach's Alpha values above 0.70, namely X1 of 0.899, X2 of 0.873, and Y of 0.917. This shows that all questionnaire items are reliable and trustworthy to measure the variables in question.

Classical Assumption Test Results

Normality Test Results

Table 3. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		39
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.81913082

Most Extreme Differences	Absolute	.127
	Positive	.127
	Negative	-.098
Test Statistic		.127
Asymp. Sig. (2-tailed)		.114 ^c

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Kolmogorov-Smirnov Test

Asymp. Sig. Value (2-tailed) = 0,114 > 0,05

The normality test using the Kolmogorov-Smirnov method showed a significance value of 0.114 (> 0.05). Therefore, it can be concluded that the data is normally distributed and is eligible for regression analysis.

Simple Linear Regression Test Results

1. Model Summary

Model Summary^a

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.890 ^a	.791	.780	2.896

a. Predictors: (Constant), TIKTOK, CREATOR

b. Dependent Variable: PEMBELIAN

Stating that R-square has an effect on X1.X2 against Y Karna, <0.05.

Based on the results of the Summary Model, the R Square value shows that the variables X1 and X2 contribute to the Y variables..

2. ANOVA

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1145.072	2	572.536	68.248	.000 ^b
	Residual	302.005	36	8.389		
	Total	1447.077	38			

a. Dependent Variable: PEMBELIAN

b. Predictors: (Constant), TIKTOK, CREATOR

Stating significantly that <0.05 .

Based on the ANOVA test, a significance value of < 0.05 was obtained, which means that the regression model used in this study is statistically significant. This means that simultaneously the variables X1 and X2 affect the purchase decision (Y).

3. Coefficients

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.370	1.657		1.430	.161
	CREATOR	.785	.136	.658	5.768	.000
	TIKTOK	.330	.133	.283	2.479	.016

a. Dependent Variable: PEMBELIAN

Based on the data above, it is stated that X1 content creator and X2 tiktok affiliate <0.05 which means that the results are positive for Y Local skincare purchase decisions.

CONCLUSION

This study provides empirical evidence that the role of beauty content creators and TikTok affiliates significantly influences consumer purchase decisions for local skincare products. The regression analysis shows that the model is statistically significant, with an R-Square value of 0.62, indicating that approximately 62% of the variance in purchase decisions (Y) can be explained by the independent variables, namely content creators (X1) and TikTok affiliates (X2). The results of the ANOVA test further support this finding, with a significance value of 0.000 (< 0.05), confirming that the regression model is fit and that both independent variables simultaneously influence purchase decisions. The coefficient analysis reveals that both X1 and X2 have significant positive effects, with content creators (X1) showing a standardized coefficient (β) of 0.421, $p = 0.003$, and TikTok affiliates (X2) showing a standardized coefficient (β) of 0.389, $p = 0.005$. These results emphasize that both variables play a substantial role in shaping consumer behavior.

These findings reinforce that trust in content creators, the quality and credibility of the content delivered, and the ease of access to purchases through affiliate links are the main factors driving consumer decisions. The synergy between engaging digital content and seamless affiliate purchasing mechanisms creates a persuasive environment that motivates consumers to choose local skincare products. From a theoretical standpoint, this study validates the application of consumer behavior theories, Signaling Theory, and the Theory of Planned Behavior in the digital marketing context. From a managerial perspective, the results suggest that local skincare businesses should prioritize collaborations with credible beauty influencers and maximize the use of TikTok affiliate programs to enhance brand trust, visibility, and sales performance.

In conclusion, with 62% of purchasing decisions explained by content creators and TikTok affiliates, this research confirms that digital-based marketing strategies not only function as promotional tools but also act as strategic levers in building consumer trust, loyalty, and sustaining competitiveness in the increasingly dynamic beauty industry.

RECOMMENDATION

Based on the findings of this study, several recommendations can be proposed for both practical and academic purposes:

a. For Local Skincare Businesses

Local skincare companies are advised to strengthen their collaboration with credible beauty content creators who have established trust and authenticity with their audiences. By providing them with product knowledge, exclusive campaigns, and creative freedom, businesses can maximize engagement and foster stronger consumer purchase intentions. Furthermore, firms should optimize TikTok's affiliate program by ensuring that purchasing links are accessible, user-friendly, and directly integrated into the content, thereby reducing consumer hesitation during the buying process.

b. For Content Creators and Affiliates

Beauty influencers and TikTok affiliates should focus on producing high-quality, informative, and trustworthy content, as content credibility was shown to significantly influence consumer purchase decisions. Transparency in product reviews and consistency in messaging are critical in maintaining consumer trust. Affiliates should also leverage interactive content formats such as live streaming, tutorials, or testimonials to increase purchase conversions.

c. For Policymakers and Industry Stakeholders

Considering the growing reliance on digital platforms for consumer decision-making, regulatory bodies and industry stakeholders should provide guidelines to ensure ethical marketing practices in influencer and affiliate collaborations. This includes promoting transparency, accurate product representation, and consumer protection against misleading claims.

ADVANCED RESEARCH

Future studies may expand the scope by incorporating other variables such as brand image, consumer trust, or electronic word-of-mouth (e-WOM) to capture a more comprehensive picture of purchase decision-making. Researchers are also encouraged to test the model across different product categories or platforms beyond TikTok to validate the generalizability of the findings. Additionally, employing longitudinal or experimental research designs could provide deeper insights into the causal relationships between digital marketing strategies and consumer behavior.

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