

The Influence of TikTok Beauty Content Consumption on Teenage Girls' Purchase Intention for Skincare Products

An'Nisa Khoirun Nur Mulyono¹, David Rizar Nugroho², Enden Darjatul Ulya³, Mulyono⁴

^{1,3,4} Department of Digital Communication and Media, Vocational School, IPB University

Jl. Kumbang No. 14, Babakan, Bogor Tengah, Bogor City, West Java 16128, Indonesia

² Department of Communication Science, Faculty of Social Sciences and Cultural Studies, Pakuan University, Jl. Baranangsiang III No. 8B Blok F, Tegallega, Bogor Tengah, Bogor City, West Java 16129, Indonesia

E-mail: annisa.mulyono@apps.ipb.ac.id^{1*}, davidrizarnugroho@unpak.ac.id², endenulya@gmail.com³, mulyonomul@apps.ipb.ac.id⁴

**Corresponding author*

Abstract. This study examines the influence of beauty content consumption on TikTok social media on purchase intention for skincare products among teenage girls. The study is motivated by the high usage of TikTok and the impact of beauty content on young consumers' behavior. It aims to analyze the effect of frequency, intensity, and content type on the stages of the AIDA model (attention, interest, desire, action). A quantitative survey method was applied to 108 teenage girls aged 13–18 who are active TikTok users. Data analysis used simple linear regression to test relationships between variables. Results show that beauty content consumption on TikTok positively and significantly affects each AIDA stage, highlighting TikTok's role as an effective medium to influence teenage girls' purchase intentions. The study concludes that frequency, intensity, and content type are important considerations for effective marketing strategies in the beauty industry.

Keywords. AIDA, beauty content consumption, purchase intention, skincare products, TikTok

INTRODUCTION

The development of technology and global communication media today has accelerated changes in social interaction patterns and consumer behavior, especially among adolescents. In Indonesia, internet penetration and the use of social media such as TikTok have experienced a significant surge, particularly among teenage girls who are highly active in consuming various digital content. TikTok, which offers short-form video content and high creativity, has become one of the main platforms for promoting various products, including beauty and skincare products (Lutfiani et al., 2024). Beauty content presented by influencers and other active users not only serves as entertainment but also functions as a persuasive medium capable of influencing the behavior and purchasing decisions of adolescents, who are in the phase of searching for their identity and building their lifestyle.

Previous studies have extensively examined the relationship between social media, digital marketing, and consumer behavior in the beauty industry. Mumtaz and Saino (2021) found that TikTok as a promotional medium and the glow-up trend significantly influence consumers' purchase intentions toward beauty products. Maharani (2023) demonstrated that digital marketing communication through TikTok and lifestyle factors significantly affect purchase intentions for Somethinc beauty products. Putri et al. (2025) also confirmed that TikTok content and beauty influencers positively influence consumers' purchase intentions toward beauty products. Meanwhile, Roy (2025) explained that social media plays a

crucial role in shaping consumer shopping patterns through information dissemination, influencer recommendations, and the convenience of digital transactions. On the other hand, Khafida and Hadiyati (2020) highlighted the importance of social factors, particularly peer conformity, in influencing the consumptive behavior associated with skincare purchases among adolescent girls. Furthermore, beauty content and influencers on TikTok have been shown to positively affect adolescents' interest and intention to purchase skincare products (Ayu, 2025; Lavina et al., 2024).

A number of previous studies indicate that beauty content and influencers on the TikTok platform have a positive influence on the interest and intention to purchase skincare products among adolescents (Ayu, 2025; Lavina et al., 2024). These results strengthen the assumption that the emergence of attractive and informative content can increase awareness, interest, and the desire to try products (interest and desire). However, studies that systematically examine the influence of frequency, intensity, and types of beauty content on TikTok on the entire stage of the purchase intention process, especially using the AIDA model as its theoretical framework, are still limited. Most research emphasizes the influence of influencers and specific content partially without describing the complete mechanism in the process of forming purchase intention quantitatively and holistically.

Although these studies have made important contributions to understanding the influence of social media on consumer behavior, most have focused primarily on the direct relationship between digital marketing variables and purchase intention or consumptive behavior. Previous research generally positions TikTok as a promotional medium without thoroughly examining users' content consumption patterns, such as the frequency of accessing beauty content, the intensity of exposure, and the types of content most frequently consumed. In fact, differences in social media usage characteristics may lead to varying levels of marketing message acceptance among individuals. Adolescents who access beauty-related content several times a day for extended periods are likely to experience a different level of exposure compared to those who engage with such content only occasionally.

Moreover, most previous studies have treated purchase intention as the final outcome variable without explaining the psychological processes that precede it. In the context of social media, consumer decisions do not emerge instantaneously; rather, they develop through complex marketing communication stages. Users first become aware of content, develop interest in the promoted product, cultivate a desire to try the product, and eventually form purchase intentions or purchasing actions. This sequential process has received limited attention in previous studies focusing on TikTok and beauty products.

Another limitation is the relatively small number of studies that specifically focus on adolescent girls. This demographic represents one of the most active TikTok user groups and is also a primary target market for the skincare industry. Adolescent girls are frequently exposed to beauty content, skincare tutorials, product reviews, beauty influencer recommendations, and beauty trends circulating on social media. However, most previous studies have emphasized the influence of promotion or influencers on purchase intention without first describing the beauty content consumption patterns of this particular group.

Furthermore, TikTok has evolved into a much more complex marketing ecosystem than when many previous studies were conducted. Personalized algorithms, the For You Page (FYP), live shopping features, TikTok Shop, affiliate marketing, and user-generated content enable users to receive repeated and continuous exposure to beauty-related content. Consequently, usage frequency, exposure intensity, and content type may exert different influences on the formation of purchase intentions. Nevertheless, these aspects remain underexplored in empirical research.

Seruni et al. (2024) found that influencer marketing significantly affects purchase intentions toward Azarine beauty products among Generation Z consumers. Their findings emphasize the important role of influencers in generating consumer interest in beauty products through social media. However, the study

focused primarily on influencer effects as predictors of purchase intention and did not investigate how beauty content consumption patterns on TikTok contribute to the formation of such intentions. In addition, media usage characteristics, including access frequency, exposure intensity, and the types of beauty content consumed by adolescent girls, were not analyzed.

Based on the foregoing discussion, a research gap exists regarding the process and patterns of media consumption. Previous studies have established a relationship between TikTok usage and purchase intentions for beauty products but have not adequately explained how adolescent girls consume beauty content on TikTok or how the frequency, intensity, and types of content consumed influence the development of purchase intentions through the stages of the AIDA model (Attention, Interest, Desire, and Action)

This research gap becomes an important basis for deep exploration through a quantitative approach that integrates all stages of the AIDA model, starting from attention to content, interest in the product, desire to possess, to the action of purchase. This study focuses on teenage girls aged 13–18 years who are active users of TikTok, considering that they are a primary segment vulnerable to the influence of digital content and rapidly growing beauty trends. Through this analysis, it is expected to obtain a complete picture of how the consumption of beauty content on TikTok affects their purchase intention for skincare products, both directly and indirectly.

The research questions that become the focus of this study are as follows: How is the consumption pattern of beauty content on TikTok among teenage girls? How is the purchase intention for skincare products among teenage girls who are active TikTok users? And, to what extent do the frequency, intensity, and types of beauty content consumed influence purchase intention through the stages of the AIDA model? By answering these questions, this study is expected to provide theoretical benefits in the development of studies on digital marketing and young consumer behavior, as well as provide practical recommendations for the beauty industry players and social media managers in formulating more effective marketing strategies.

METHOD

Research methodology refers to a scientific approach employed to obtain data for specific purposes and applications. In quantitative research, the research process is conducted systematically and structurally, utilizing numerical data that are analyzed through statistical techniques to test predetermined hypotheses. The quantitative approach aims to measure relationships among variables, examine the influence of one variable on another, and generate findings that can be generalized to a broader population. Therefore, quantitative methods are particularly appropriate when researchers seek to obtain an objective understanding of a phenomenon based on measurable empirical data (Sugiyono, 2021). This study uses a quantitative approach with an explanatory survey design to examine the influence of beauty content consumption on TikTok social media on teenage girls' purchase intention for skincare products. The quantitative approach was chosen because it allows for the systematic collection and analysis of numerical data to test the research hypotheses.

The research population consists of all teenage girls aged 13–18 years who actively use the TikTok application and access beauty-themed content across Indonesia. A minimum sample of 100 respondents was selected using a purposive sampling technique, where respondents were chosen based on specific criteria: being 13–18 years old, actively using TikTok for at least the past three months, and having watched or followed beauty content on TikTok. These criteria were selected to ensure that the respondents have relevant beauty content consumption experience aligned with the research objectives.

The data collection technique was conducted online using a digital platform (Google Form) to facilitate the distribution and completion of questionnaires by respondents from various regions. Data

collection took place over one to two weeks from late October to November 2025, with periodic monitoring to maintain data quality and authenticity.

Primary data were gathered through a structured questionnaire designed based on the research variables according to the AIDA (Attention, Interest, Desire, Action) model and content consumption indicators, including frequency, intensity, and types of beauty content. Before the main data collection, the questionnaire instrument was tested for validity and reliability. The validity test was performed using item-total correlation analysis (Pearson Product-Moment), with the decision-making criterion being r calculated $> r$ table (0.361 at a 5% significance level and $n=30$).

The test results showed that all instruments for the variables Consumption of Beauty Content on TikTok (X) and Teenage Girls' Purchase Intention for Skincare Products (Y) were valid r calculated $> r$ table). The reliability test using Cronbach's Alpha yielded a value of 0.938 for 28 items, indicating a highly reliable category as it is well above the minimum threshold of 0.60.

Data validity was analyzed using descriptive statistics to describe respondent characteristics and the average scores for each variable. Data distribution was tested through Kolmogorov-Smirnov and Shapiro-Wilk normality tests. The test results indicated that the data were not normally distributed (Sig. < 0.05); therefore, the analysis proceeded with linearity tests and simple linear regression analysis. The linearity test showed a significant and linear relationship between the independent and dependent variables (Sig. < 0.001). Simple linear regression analysis was employed to test the influence of beauty content consumption on TikTok on purchase intention for skincare products among teenage girls.

RESULTS AND DISCUSSION

Based on the results of the questionnaire distribution, the researcher successfully collected data from 108 respondents who met the research criteria, namely teenage girls aged 13–18 years who actively use TikTok and consume beauty content. These data were further analyzed to describe the respondents' characteristics in detail, including the distribution of age, education level, duration of TikTok usage, and beauty content consumption patterns. The presentation of these data aims to ensure that the research results can accurately represent the target population in accordance with the focus and objectives of the study. The data collection process took place from late October to November 2025, using online questionnaire distribution techniques that effectively reached the target population. The following presents the findings from the collected research data, serving as the basis for further analysis regarding the influence of TikTok beauty content consumption on teenage girls' purchase intention for skincare products.

Respondent Characteristics Based on Age

Based on Table 1, the majority of respondents are 18 years old, accounting for 42 respondents or 38.9% of the total 108 people. The next largest age group is 17 years old with 24 respondents (22.2%), followed by 13 years old with 19 respondents (17.6%). Meanwhile, those aged 14 and 15 years old consist of 14 (13%) and 5 respondents (4.6%) respectively, and those aged 16 years old consist of 4 respondents (3.7%).

The largest proportion at the age of 18 indicates that the participation of teenage girls who are closer to adulthood tends to be higher in this study. This might occur because individuals at this age are generally more familiar with using social media like TikTok and are more active in following beauty and skincare trends. Conversely, participation among younger age groups is relatively smaller, for instance, at the ages of 15 and 16, which each account for less than 5% of the total respondents.

In general, this age distribution of the respondents strengthens the relevance of the research results, considering that the majority of the adolescents targeted in this study are active social media users and possess a high interest in beauty content on TikTok. This finding is also consistent with various previous studies stating that intensive social media use and interest in beauty trends generally increase as adolescents grow older.

Table 1 Respondent Characteristics Based on Age

Age	Number of Respondents	Percentage (%)
13	19	17,6%
14	14	13%
15	5	4,6%
16	4	3,7%
17	24	22,2%
18	42	38,9%
Total	108	100

Respondent Characteristics Based on Education Level

Based on Table 2, the majority of respondents are at the high school (SMA) education level, accounting for 58 people (53.7%) out of the total 108 respondents. This indicates that the group of teenage girls currently pursuing high school education is the most dominant in this study. The next largest group consists of respondents from the junior high school (SMP) level, with 38 people (35.2%). Meanwhile, respondents in the "Others" category, which includes freshmen, working high school graduates, or other non-formal education paths, account for 12 people (11.1%).

The high proportion of respondents from the high school level illustrates that teenage girls at this stage tend to be more active in accessing social media and following beauty trends on platforms like TikTok. This is also aligned with the late adolescence phase, where they usually begin to more freely explore various information regarding self-care and skincare products. On the other hand, the junior high school group, despite being relatively younger, still shows a fairly high interest in beauty content, as reflected by their significant participation rate in this study.

The "Others" category, although representing the smallest number, remains relevant as it can represent the transitional group that has just graduated from high school or is pursuing other forms of education while still falling within the adolescent age range. This indicates that attention to beauty content and the intention to purchase skincare products are not solely limited to active school-going adolescents, but also to those in transition to the next phase, whether higher education or the workforce.

Overall, the dominance of respondents from the high school education level strengthens the premise that late adolescence is a highly active period for consuming beauty content, which exerts a major influence on the behavior and purchase intention for skincare products among teenage girls.

Table 2 Respondent Characteristics Based on Education Level

Education Level	Number of Respondents	Percentage (%)
Junior High School	38	35,2%
Senior High School	58	53,7%
Others	12	11,1%
Total	108	100

Respondent Characteristics Based on Duration of TikTok Usage

Based on Table 3, the vast majority of respondents, accounting for 93 people (86.1%), have been using TikTok for more than 1 year. This finding indicates that the majority of teenage girls who participated as respondents are not merely new users but are active, long-term users. This provides a greater opportunity for them to be consistently exposed to trends, advertisements, and beauty content on TikTok, making it more likely to influence their purchase intention for skincare products.

The next group consists of respondents who have used TikTok for 6–12 months, totaling 9 people (8.3%), followed by the group of users for 3–6 months with 5 people (4.6%). There is only 1 respondent (0.9%) who has been using TikTok for less than 3 months. This group actually falls outside the primary criteria because their exposure to innovative content and beauty trends is likely not yet optimal.

The dominance of long-term users (more than 1 year) strengthens the validity of the findings regarding consumption patterns, as this group is expected to have experienced various phases of algorithm changes and the evolving dynamics of beauty trends on TikTok. This is crucial for assessing how powerfully beauty content exposure on TikTok can influence the preferences and purchase intentions for skincare among teenage girls. When observed, this pattern aligns with research stating the high retention and loyalty of social media usage among adolescents, particularly those who have intensively been users for a relatively long period.

Table 3 Characteristics Based on Duration of TikTok Usage

Duration of TikTok Usage	Number of Respondents	Percentage (%)
<3 Months	1	0,9%
3-6 Months	5	4,6%
6-12 Months	9	8,3%
>1 Year	93	86,1%
Total	108	100

Results of Descriptive Analysis for the Beauty Content Consumption on TikTok Variable

Based on Table 4, it can be seen that all indicators of the beauty content consumption on social media variable obtained mean scores above 4.16, which fall into the high to very high categories. This indicates that respondents gave an excellent evaluation of their beauty content consumption activities on the digital platforms they access. The indicator with the highest mean score is found in the content type aspect with a value of 4.30 (very high), followed by the frequency aspect at 4.23 (very high), and intensity at 3.94 (high).

Based on the subtotal mean result of 4.16, beauty content consumption is considered to exert a high positive influence on the respondents as the audience. This finding reflects that exposure to beauty content on social media is capable of building knowledge and specific interest in beauty care among teenage girls

Table 4 Recapitulation of the Beauty Content Consumption on TikTok Variable

No	Indicator	Mean	Description
1.	Frequency (X1)	4.23	Very High
2.	Intensity (X2)	3.94	High
3.	Content Type (X3)	4.30	Very High
	Total	4.16	Hight

Notes. 1.00 - 1.80 = Very Low; 1.81 - 2.60 = Low; 2.61 -3.40 = Neutral;
3.41 - 4.20 = High; 4.21 - 5.00 = Very High

Results of Descriptive Analysis for the Teenage Girls' Purchase Intention for Skincare Products Variable

Based on Table 5, it can be observed that all indicators of the teenage girls' purchase intention for skincare products variable obtained mean scores above 4.14, which are categorized as high to very high. This indicates that the respondents have a strong intention to purchase skincare products, as reflected by the positive evaluations for each intention indicator. The highest mean score is found in the Desire indicator (Y3) with a value of 4.30 (very high), followed by the Attention indicator (Y1) at 4.23 (very high), and Action (Y4) at 4.10 (high). The Interest indicator (Y2) achieved a value of 3.94, which also falls into the high category. Based on the subtotal mean of 4.14, The findings indicate that teenage girls demonstrate a high level of intention to purchase skincare products. This finding shows that exposure to beauty content on social media plays a role in increasing teenage girls' intention to buy skincare products. Purchase Intention for Skincare Products Variable (Y).

Table 5 Recapitulation of the Teenage Girls' Purchase Intention for Skincare Products Variable

No	Indicator	Mean	Description
1.	Attention (Y1)	4.23	Very High
2.	Interest (Y2)	3.94	High
3.	Desire (Y3)	4.30	Very High
4.	Action (Y4)	4.10	High
Total		4.14	High

Notes. 1.00 - 1.80 = Very Low; 1.81 - 2.60 = Low; 2.61 - 3.40 = Neutral;
3.41 - 4.20 = High; 4.21 - 5.00 = Very High

Table 6 Normality Test Results

Variable	Kolmogorov-Smirnov Sig.	Shapiro-Wilk Sig.	Conclusion
Total_Overall_X	0.011	<0.001	Non-Normal
Total_Overall_Y	0.054	<0.001	Non-Normal

Based on the Kolmogorov-Smirnov test results in the Table 6, the significance value obtained for the beauty content consumption on TikTok variable (X) is 0.011, while the purchase intention for skincare products variable (Y) has a significance value of 0.054. Meanwhile, the Shapiro-Wilk test (Table 6) shows a significance value of less than 0.001 for both variables. Referring to the normality test provisions, data can be said to be normally distributed if the significance value (Sig.) is above 0.05. If the Sig. value is < 0.05, the data is declared not normally distributed.

These results indicate that both variable X and variable Y do not meet the assumption of normality. This is evident from the significance values in both tests, which are consistently below the 0.05 threshold. In other words, the distribution pattern of the respondents' data, both regarding the level of beauty content consumption and the purchase intention for skincare, does not form a normal distribution or resemble a bell curve. Thus, it can be concluded that both variables in this study have a non-normal data distribution.

Linearity Test Results

Based on the linearity test results shown in the ANOVA table, as presented in Table 7, the calculated F value is 14.878 with a significance value (Sig.) of < 0.001. Since the significance value is well below the 0.05 testing threshold, it can be concluded that the relationship between variable X and variable Y in this study is linear and highly significant. Thus, the relationship model analyzed has indeed

met the assumption of linearity, which is one of the requirements for regression so that predictions and analysis of the relationship between two variables can be conducted accurately.

Table 7 ANOVA Linearity Test Table

		Sum Of Squares	df	Mean Square	F	Sig
X*Y	Between Groups (Combined)	7774.621	28	277.665	14.878	<.001
	Within Groups	1474.342	79	18.663		
	Total	9248.963	107			

In addition, the Eta value of 0.917 and Eta Squared of 0.841 in the Measures of Association table shown in Table 8, indicate a very strong relationship between X and Y. This value signifies that 84.1% of the variation in Y can be explained by the variation in X linearly, which further strengthens the evidence of a strong and significant linear relationship between the two variables.

Table 8 Measures of Association (Eta) Linearity Test Table

	Eta	Eta Squared
X*Y	.917	.841

Although the normality test in this study indicates that the data is not normally distributed (so that further tests might tend toward non-parametric alternatives), it remains crucial to prove the existence of a linear relationship before establishing the subsequent analysis model. This significant linearity test result proves that the relationship pattern between X and Y remains consistently linear (Table 9), so the analysis approach, whether parametric or non-parametric, can be justified in terms of the research data relationship pattern.

Table 9 Linearity Test Results

Variable	F Value	Sig.	Conclusion
X → Y	14.878	<0.001	Linear and Significant

Results of Simple Linear Regression Analysis

Based on the data in Table 10, the indicators of frequency (X1) toward all stages of purchase intention, namely attention (Y1), interest (Y2), desire (Y3), and action (Y4), show a significance value (Sig.) of < 0.001. This result indicates a significant influence between the frequency of beauty content consumption on TikTok and each stage of teenage girls' purchase intention for skincare products. In other words, the more frequently teenage girls are exposed to beauty content, the greater their attention, interest, desire, up to actual action in purchasing skincare.

Furthermore, the relationship between intensity (X2) and all stages of purchase intention (Y1–Y4) also yields a significance value of < 0.001. This finding demonstrates that the higher the intensity of adolescent engagement in consuming beauty content, the more significant the increase in the entire psychological process toward the skincare product purchasing decision.

Table 10 Results of Simple Linear Regression Analysis

Beauty Content Consumption on TikTok	Teenage Girls' Purchase Intention for Skincare Products			
	Attention	Interest	Desire	Action
Frequency	Sig < 0.001	Sig < 0.001	Sig < 0.001	Sig < 0.001
Intensity	Sig < 0.001	Sig < 0.001	Sig < 0.001	Sig < 0.001
Content Type	Sig < 0.001	Sig < 0.001	Sig < 0.001	Sig < 0.001

The same pattern is observed for the content type indicator (X3). All relationships between X3 and the stages from attention to action yield a significance value of < 0.001 . This means that the variation in types of beauty content consumed by adolescents on TikTok also plays a significant role in fostering attention, increasing interest, building desire, and driving the action of purchasing skincare products.

Based on the testing criteria for simple linear regression:

- If the Sig. value is < 0.05 , then there is a significant influence between variables X and Y (H_1 is accepted, H_0 is rejected).
- If the Sig. ≥ 0.05 , then there is no significant influence between variables X and Y (H_0 is accepted, H_1 is rejected).

Referring to the obtained results, the significance values for all relationships between the beauty content consumption indicators (X1, X2, X3) and skincare purchase intention (Y1, Y2, Y3, Y4) are consistently below 0.05. Therefore, the alternative hypothesis (H_1), stating that there is a significant influence of beauty content consumption on TikTok on teenage girls' purchase intention for skincare products, is accepted, while the null hypothesis (H_0) is rejected.

Overall, all three indicators of beauty content consumption are proven to have a positive and significant influence on all stages of the AIDA model in the process of forming skincare purchase intention up to purchasing behavior among teenage girls. This finding strengthens the theoretical model of the research and proves that exposure, intensity, and diversity of beauty content types on TikTok are effective in enhancing each stage of the consumer's psychological journey toward the decision to purchase skincare products.

CONCLUSION

Based on the research results, the consumption of beauty content on TikTok is proven to have a positive and significant influence on teenage girls' purchase intention for skincare products. The frequency, intensity of engagement, and type of content consistently affect the stages of the AIDA model, ranging from attention to the purchase action, with significance values below 0.05. This finding confirms the role of TikTok as an effective stimulus in shaping the behavior of young consumers in the digital era. The consumption of attractive, intense, and relevant content is capable of driving psychological processes that culminate in a purchasing decision. This study simultaneously reinforces the relevance of the AIDA model within the context of digital marketing and provides a foundation for marketers to design strategies that align with the content preferences of teenage girls. As a recommendation, players in the beauty industry should continuously optimize high-quality content to increase engagement and sales conversion on social media platforms.

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