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The Influence of TikTok Marketing Content and Facetology Brand Image on Purchase Decisions Mediated by Purchase Intention

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ABSTRACT

This study aims to analyze the influence of TikTok marketing content and brand image on purchasing decisions mediated by purchase intention. This study is based on the increasing role of social media, particularly TikTok, as an effective marketing channel for beauty brands in reaching the younger generation (Gen Z). Facetology, as a local beauty brand, actively provides interactive content on TikTok with the hope of building a positive brand image and encouraging purchases. This study uses quantitative research, with data obtained through an online questionnaire distributed to 132 respondents who are followers of Facetology on TikTok and have viewed its marketing content. This study employs *Structural Equation Model-Partial Least Square (*SEM-PLS) data analysis techniques and descriptive analysis to explain the obtained data. The study includes four variables: marketing content, brand image, purchase interest, and purchase decision. The research period was conducted from June to July 2025. The results of this study indicate that marketing content has a positive and significant influence on purchase intention. Furthermore, brand image also has a positive and significant influence on purchase intention. Purchase intention, as the mediating variable, also has a positive and significant influence on purchase decision.

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INTRODUCTION

The development of digital technology has brought significant changes in how society accesses information and interacts, including in consumption and marketing activities. According to the *Digital 2024* report by DataReportal (Kemp, 2024), the number of internet users in Indonesia has reached 276.4 million, with 136 million of them being active *TikTok* users. This phenomenon has made *TikTok* not just a platform for entertainment but also a strategic medium in digital marketing. Visual, fast-paced, and engaging content is considered more effective in shaping consumers' perceptions of a brand compared to traditional advertising (Kotler and Keller 2016).

With the increasing use of *TikTok*, many brands have begun leveraging this platform to build brand image and influence consumer purchasing decisions. In Indonesia, *TikTok* has become one of the most popular platforms among young users. According to a survey conducted by We Are Social (2023), approximately 70% of *TikTok* users in Indonesia are aged between 16 and 24 years old. One local brand actively utilizing *TikTok* as a marketing medium is Facetology, a local skincare brand targeting the *Gen Z* and *millennial* markets. The brand actively produces interactive content such as user testimonials, tutorials, and promotional campaigns on *TikTok*. Since its introduction in 2022, Facetology has been a local brand from Indonesia specializing in beauty and personal care (Facetology.id). This marketing content aims to attract consumers' attention, build emotional connections, and increase trust in the brand. According to (Najib et al. 2021), consumers can be influenced in their decision-making by using the right social media strategies. However, to understand this more clearly, it is important to know which parts of social media play a significant role in influencing consumer behavior.

According to (Najib et al. 2021), consumers can be influenced in their decision-making by using the right social media strategy. However, to understand this more clearly, it is necessary to determine which aspects of social media significantly affect consumer behavior. According to (Ramos 2013), marketing content is an important element in social media that combines text, images, audio, and video for promotional purposes, which is then disseminated through the web, social media platforms, or digital advertisements. The use of marketing content as a strategy in the digital realm can create substantial appeal. Marketing content should be as attractive as possible and, ideally, highly relevant to consumers' daily lives. This strategy can attract customers' attention, encourage them to comment on the brand's content, and convey the value of products or services offered. Marketing content is often delivered through persuasive copywriting and captions, indicating that this strategy can influence the audience's purchase interest. Perceptions can be shaped through marketing content and social media via exposure, attention, and understanding (Sumarwan 2014), thereby helping brands achieve their business objectives.

Brand image is also an important factor influencing consumer decisions. Facetology, as a brand in the beauty industry, must be able to build a positive brand image through various marketing strategies, including on *TikTok*. However, despite producing attractive content and maintaining a positive brand image, challenges remain in converting interest into actual purchases. Customers often use brand image as a basis for justifying loyalty to a particular brand (Risdianto 2022).

The beauty and skincare industry in Indonesia has experienced rapid growth in recent years, driven by increasing public awareness—particularly among younger generations—of the importance of self-care and the influence of social media trends. In this increasingly competitive landscape, product differentiation is no longer achieved solely through innovation in ingredients or quality, but also through how brands shape consumer perceptions via digital marketing content.

Although Facetology has successfully attracted consumer attention through *TikTok* content, there remains a gap between purchase interest and actual purchase decisions. Many users express interest in the products, but not all proceed to buy. This

indicates a problem in converting interest into action. Several factors may influence this, including perceptions of product quality, price, and trust in the brand. This gap poses a challenge for Facetology to increase the effectiveness of its *TikTok* marketing strategies. Previous studies have extensively discussed the influence of social media on consumer behavior, but there is still limited research on how specific *TikTok* content influences brand image and purchasing decisions. Most studies focus on social media platforms in general, without considering the unique characteristics of *TikTok* as a short-form video platform. Research linking *TikTok* content to brand image and purchase decisions in the skincare sector remains scarce. Therefore, this study aims to fill this gap by analyzing the influence of *TikTok* marketing content and Facetology's brand image on purchasing decisions, mediated by purchase intention. In this context, purchase intention serves as a bridge between the marketing strategies implemented on *TikTok* and the final decision to purchase the product.

Business competition in marketing is becoming increasingly fierce, especially in the rapidly growing beauty and skincare sector. Companies in this industry compete to promote their best beauty products, which have become a primary need, especially for women. The increasing demand for cosmetic products, combined with limited time for in-store shopping at malls or official outlets, has made online shopping a more practical choice. With the availability of websites and online platforms, consumers can shop easily through *e-commerce* applications anytime and anywhere without time constraints. Before making a purchase from online shopping sites, consumers tend to seek product information through various sources (Benn et al. 2015).

However, competition in the beauty industry continues to intensify due to the emergence of many new brands offering a wide variety of products. Facetology claims to have products such as sunscreen suitable for all skin types, but many other brands make similar claims. Given this situation, strong brand competition is crucial for retaining existing customers and attracting new ones. Facetology must therefore employ effective social media marketing strategies to enhance brand image and increase purchase interest among consumers.

In previous studies, the impact of social media on consumer behavior has been widely explored, particularly regarding marketing strategies (Kotler & Keller, 2016; Sumarwan, 2014). However, much of this research focuses on general social media platforms, without exploring the unique dynamics of short-form video platforms such as *TikTok*. For example, a study by Saptaji et al. (2015) emphasized the role of content engagement in shaping consumer perceptions but did not examine how *TikTok*'s distinctive features—such as interactive, fast-paced, and visually engaging content—affect consumer decisions. Similarly, while research on social media marketing in the beauty industry exists (Ramos, 2013), the connection between *TikTok* content and purchase decisions, specifically within the skincare sector, remains underexplored.

Furthermore, studies such as those by Najib et al. (2021) identify social media strategies as a key factor influencing consumer decisions but do not distinguish between different platforms or consider the influence of unique content features. The research gap lies in examining how *TikTok*'s specific content format—short, engaging, and interactive

videos—can influence brand image and, in turn, purchasing decisions in the beauty and skincare industry.

The primary objective of this research is to analyze the influence of *TikTok* marketing content and brand image on purchase intention and, ultimately, purchasing decisions for Facetology products. This study is expected to provide valuable insights for companies on optimizing their *TikTok* marketing strategies to enhance brand image and increase sales. The findings will offer practical recommendations for marketers to improve content marketing strategies and engage target audiences more effectively. Additionally, this research contributes to the broader field of digital marketing by deepening the understanding of *TikTok*'s role in shaping consumer behavior, particularly in the beauty and skincare industry.

METHOD

This study was conducted in June 2025 and utilized an online survey distributed via *Google Forms*, targeting followers of the Facetology *TikTok* account. The data used in this study consisted of both primary and secondary data. Primary data were collected through online questionnaires sent via *TikTok* direct messages and *WhatsApp*, measured on a 1–5 *Likert scale*. Secondary data were obtained from relevant literature, including previous research documents and journals, both online and offline.

Sampling was conducted using a voluntary sampling technique, focusing on respondents aged 17 years or older who were willing to participate. The sample size was determined using the *rule of thumb* method proposed by Hair et al. (2010), which requires 5–10 times the number of indicators. Initially, the study included four variables with 17 indicators, requiring a minimum of 170 respondents. However, four inconsistent indicators were eliminated, leaving 13 indicators for data processing using *SmartPLS* 4.0.

The questionnaire consisted of screening questions to ensure respondent eligibility, a section capturing demographic profiles (age, gender, occupation, income), and the main questions addressing the study variables. This research analyzed three types of variables: the dependent variable (purchase decision), independent variables (marketing content and brand image), and the mediating variable (purchase intention), following Sekaran and Bougie (2016).

Data analysis involved descriptive analysis to summarize respondent characteristics and systematically tabulate questionnaire responses. For predictive and explanatory purposes, *Structural Equation Modelling* (*SEM*) using a *Partial Least Squares* (*PLS*) approach was employed, focusing on estimating coefficients and evaluating reflective or formative indicators (Michael, 2022). The *SEM–PLS* analysis examined the influence of *TikTok* marketing content and brand image on purchase decisions, mediated by purchase intention. Data were processed in *SmartPLS* with a sampling error rate of 5%, and the hybrid *SEM* model included both structural and measurement models to ensure valid and reliable results.

RESULTS AND DISCUSSION

Demographic Characteristics

The respondents in this study were followers of the Facetology TikTok account and those who had viewed Facetology marketing content on TikTok. The following is a

breakdown of the demographic characteristics of the respondents, including gender, age, city of residence, education level, occupation, and monthly income.

Table 1. Demographic characteristics of respondents

Character	Category	Number (n)	Percentage (%)
Gender	Female	102	77.0
	Male	30	22.7
	Total	132	100
Age	< 20 years	20	15.0
	20–25	43	32.0
	26–30	62	46.97
	Over 30 years	7	5.0
City of Residence	Greater Jakarta	68	51.5
	West Java	5	3.0
	Central Java	10	7.6
	East Java	45	34.1
	Sulawesi	2	1.5
	Bali	1	0.8
	Tangerang	1	0.8
Level of Education	Junior High School	0	0.0
	High School	63	47.0
	Diploma	6	4.5
	Bachelor	59	44.7
	Graduate	3	2.0

Consumer Purchasing Behavior Facetology and TikTok Usage

Of the total 132 respondents, consisting of 77.3% women and 22.7% men, the respondents' behavior in purchasing Facetology and using TikTok can be interpreted as follows, as shown in Table 2

Table 2. Consumer purchasing behavior of Facetology and TikTok usage

Characteristics	Category	Number (n)	Percentage (%)
Facetology products purchased	Sunscreen 40ml	4	3.0
	Sunscreen 100ml	88	66.7
Expenses	< Rp. 50,000	2	1.5
	Rp. 50,001 – Rp. 100,000	7	5.3
	Rp. 100,001 – Rp. 150,000	35	26.0
	> Rp. 150,000	5	3.8
Last Product Purchase	Today	4	3.0
	Yesterday	10	7.6
	Two days ago	15	11.4
	One week ago	28	21.2
	One month ago	75	56.8

Description of Research Indicators

A description of the indicators is necessary to facilitate quantitative analysis and draw conclusions. The technique used in the description of the variable indicators is *the top two boxes* and *bottom two boxes*. The *top two boxes* technique shows respondents' answers that tend to agree with a question, while the *bottom two boxes* technique shows respondents' answers that tend to disagree with the question. The respondents' answers were grouped into three categories: (1) strongly disagree and (2) disagree were grouped as disagree, (3) neutral, while (4) agree and (5) strongly agree were grouped as agree.

Table 3. Distribution of respondents based on the marketing content variable indicator

No	Indicator	Disagree (%)	Neutral (%)	Agree (%)
1	TikTok Content Facetology – Easy to understand (KP1)	13.64	16.67	69.70
2	TikTok Content Facetology – Interactive, prompting me to leave a comment/like (KP2)	10.61	36.36	53.03
3	Facetology provides content that is informative (KP3)	14.39	18.94	66.67
4	Facetology's TikTok content is information that is good to share to others (KP4)	11.36	21.22	67.42
5	In addition to TikTok Facetology content, my environment influences me to purchase (KP5)	15.15	22.97	62.88

Based on Table 3 regarding the distribution of marketing content variable indicators, there are two highest values. The first is on TikTok Facetology content being easy to understand (KP1) with a value of 69.70 percent. Meanwhile, in second place is the indicator TikTok Facetology content is good information to share with others (KP4) with a value of 67.42 percent. These two indicator statements indicate that respondents agree and understand that Facetology marketing content on TikTok has messages that are easy to understand and contains information that is good to share with others.

Table 4. Distribution of respondents on brand image variable indicators

No	Indicator	Disagree (%)	Neutral (%)	Agree (%)
1	Consumers recognize the Facetology brand easily (CM1)	8.33	26.50	65.17
2	Facetology is “trusted,” visible from product reviews (CM2)	6.82	28.00	65.18
3	Facetology products are high-quality and affordable (CM3)	8.00	25.76	65.91

Based on Table 4 regarding the distribution of brand image variable indicators, it can be concluded that, in general, the majority of respondents agree that Facetology has a good brand image. There were three statements distributed to respondents, with the percentage of respondents agreeing to be above 60 percent. As many as 65.91 percent of respondents agreed with the indicator that Facetology products are sold at affordable prices (CM3), making it the indicator with the highest percentage of respondents agreeing on the brand image variable. Meanwhile, in second place were two statements: "Consumers easily recognize the Facetology brand" (CM1) and "Facetology is 'trustworthy' as seen from product reviews" (CM2), both of which were agreed upon by 65.15% of respondents.

Table 5. Distribution of respondents on the purchase intention variable indicators

No	Indicator	Disagree (%)	Neutral (%)	Agree (%)
1	Interested in purchasing Facetology because the product is high quality (MB1)	6.82	31.82	61.36
2	Referring Facetology to other people who will purchase via online (MB2)	9.85	27.00	63.15
3	More interested in purchasing Facetology compared to others (MB3)	12.00	31.06	56.80

Table 5 shows that the statement indicator Referring Facetology to others who will buy online (MB2) is the highest achievement in the purchase intention variable with 63.64 percent. This indicates that the identity of Facetology as a *skincare* product has been effectively communicated. This aligns with Table 6, where respondents chose to refer to others (MB2). Meanwhile, for the other two indicators under the purchase intention variable, the distribution of respondents who agreed was above 50 percent.

Table 6. Distribution of respondents' responses to the purchase decision variable indicators

No	Indicator	Disagree (%)	Neutral (%)	Agree (%)
1	I purchased Facetology products because the TikTok content was interesting (KM1)	16.00	26.50	56.80
2	I would consider repurchasing the product Facetology (KM2)	6.00	24.00	69.70

Table 6 shows that 69.70 percent of respondents agreed with the statement "I am satisfied after purchasing the Facetology product" on the (KM2) indicator. This indicates that respondents repurchased the Facetology product. Meanwhile, in second place is the statement that respondents purchased the Facetology product because its TikTok content was appealing (KM1) at 56.82 percent, approved by respondents, indicating that respondents liked Facetology's TikTok content and decided to purchase.

Model Testing

The respondent data obtained was then tested to answer the research objectives. Using the Smart PLS 4.0 application, the initial data processing stage began by *running* the PLS Algorithm to test validity and reliability. The final testing stage involved *bootstrapping* to examine the influence between latent variables. The following are the results of the model testing conducted.

Table 7. Results of indicator validity testing

Indicator	Loading Factor	Description	Indicator	Loading Factor	Description
KP1	0.856	Valid	MB1	0.874	Valid
KP2	0.782	Valid	MB2	0.853	Valid
KP3	0.835	Valid	MB3	0.806	Valid
KP4	0.853	Valid	KM1	0.924	Valid
KP5	0.732	Valid	KM2	0.930	Valid
CM1	0.886	Valid			
CM2	0.887	Valid			
CM3	0.892	Valid			

Based on the data in Table 7, it can be concluded that all indicators used in this study have a *loading factor* value above 0.70. The following results confirm that each indicator has stability and consistency, so that all indicators can be used without elimination.

Table 8. Contribution of indicators to the marketing content variable

No	Indicator	Factor Loadings	T Calculated
1	Easy Facetology TikTok content understood (KP1)	0.856	29.261
2	Interactive TikTok Facetology content which prompted me to leave a comment or like (KP2)	0.782	18.469

No	Indicator	Factor Loadings	T Calculated
3	Facetology provides TikTok content that is informative (KP3)	0.835	23.903
4	Facetology's TikTok content is good information to share to others (KP4)	0.853	29.400
5	In addition to TikTok Facetology content, my environment also influences my decision to purchase (KP5)	0.732	13.203

The marketing content variables consist of five indicators that were validated during the validity test because they met the minimum value criteria of above 0.70. In the marketing content variable with the code ( ), the highest value was found in the indicator with the code (KP1), which was 0.856. Meanwhile, the indicator with code (KP5), which states that besides TikTok Facetology content, my environment also influences me to purchase, has the lowest value with *a loading factor* of *0*.732. This indicates that the environment is one of the many factors influencing respondents in purchasing Facetology.

Table 9. Contribution of indicators to the brand image variable

No	Indicator	Factor Loadings	T Calculated
1	Consumers recognize the Facetology brand easily (CM1)	0.886	40.654
2	Facetology "trustworthy" is visible from product reviews (CM2)	0.887	37.355
3	Facetology products are sold as high-quality products at affordable prices (CM3)	0.892	36.359

Based on Table 9, which reflects three indicators, it shows that the CM3 indicator has the highest *loading factor* value, which is 0.892. From these results, it can be interpreted that respondents agree that Facetology has good quality at an affordable price for many people. Meanwhile, the smallest *loading factor* value is found in the CM1 indicator with the statement "Consumers easily recognize the Facetology brand," at 0.886.

Table 10. Contribution of indicators to purchase intention variables

No	Indicator	Factor Loadings	T Calculated
1	Interested in purchasing Facetology because the product is high quality and reliable (MB1)	0.874	44.909
2	Referring Facetology to other people who will purchase the product online (MB2)	0.853	31.449
3	More interested in purchasing Facetology compared to others (MB3)	0.806	14.856

Based on Table 10, which shows the contribution of indicators to the purchase intention variable, the results indicate that respondents are interested in purchasing Facetology because the product is of high quality and trustworthy (MB1), making it the indicator with the highest *loading factor* value of 0.874. This indicates that respondents have a strong interest in Facetology for their needs. The smallest indicator is "more interested in purchasing Facetology compared to others (MB3)" with a *loading factor* value of *0*.806.

Table 11. Contribution of indicators to the purchasing decision variable

No	Indicator	Loading Factor	T Calculated
1	I have made a decision to buy Facetology (KM1)	0.924	53.616
2	I will consider to repurchase the product Facetology (KM2)	0.930	59.831

Based on Table 11, which shows that the indicator values in the Purchase Decision variable contribute significantly. This can be seen from the high *loading factor* values and the small differences between them. The highest *loading factor* value in this variable is "I will consider repurchasing the Facetology (KM2) product" with a value of 0.930. This indicates that respondents feel the need to reconsider purchasing the Facetology product again. Meanwhile, the lowest indicator value of 0.924 is found in "I have made a decision to purchase Facetology (KM1)." From this result, it can also be interpreted that respondents have already made a decision and purchased Facetology.

Table 12. Results of convergent validity test

Variable	Average Variance Extracted (AVE)	Criteria	Description
Marketing Content	0.661	> 0.5	Valid
Brand Image	0.790	> 0.5	Valid
Purchase Intention	0.714	> 0.5	Valid
Purchase Decision	0.860	> 0.5	Valid

Based on the convergent validity test in Table 12, all variable indicators were found to be convergently *valid*. This can be concluded because the marketing content (KP), brand image (CM), purchase intention (MB), and purchase decision (KM) variables, along with their indicators, produced AVE values greater than 0.5 as the criterion.

Table 13. Results of discriminant validity test

	Brand Image	Purchase Decision	Marketing Content	Purchase Intention
Brand Image	0.889			
Purchase Decision	0.670	0.927		
Marketing Content	0.672	0.612	0.813	
Purchase Intention	0.811	0.787	0.644	0.845

Based on Table 13, the results of the discriminant validity test on the indicators and their variables are *valid.* This can be seen from the AVE values of brand image (0.889), purchase decision (0.927), marketing content (0.813), and purchase intention (0.845), which are greater than the correlation values between the latent variables on the inner side. Based on these results, the research indicators can be considered *valid* in terms of convergent and discriminant validity.

The next test is reliability. Reliability testing is conducted to determine whether a questionnaire is consistent when answered by respondents. A high reliability value in a study indicates that the research data is reliable. Reliability testing uses *Cronbach's alpha* and *composite reliability* with a criterion value of 0.7 (Hair *et al.* 2010). The reliability test values can be seen in Table 14.

Table 14 Results of reliability testing of variables

Variable	Cronbach Alpha	Composite Reliability	Criteria	Description
Brand Image	0.867	0.869	0.7	Valid
Purchase Decision	0.837	0.838	0.7	Valid
Marketing Content	0.871	0.875	0.7	Valid
Purchase Intention	0.800	0.807	0.7	Valid

Based on the reliability test results in Table 14*,* the variables are deemed *valid.* With a reliability criterion value of 0.70, the variables of brand image, purchase decision, marketing content, and purchase intention show reliability test values exceeding the criterion value.

Analysis of the Influence of Marketing Content on Buying Interest

Path coefficient values *(Path Coefficients)* The marketing content variable on the buying interest of TikTok Facetology followers is 0.180, while the T-statistical value (T-Calcul) is 2.637. Through recalculation at the level *Bootstrapping* The results obtained are that the influence of Content Marketing on the Buying Interest of TikTok Facetology followers is stated to be positive and significant. This can be seen from the T-statistic that is greater than the minimum criterion value, i.e., > 1.96. This is also due to the ease of access to various interactive marketing content through various media channels, so that consumers see product information more often and are encouraged to make purchases. This study shows the finding that the first hypothesis in this study is acceptable.

This study also has similar results to Rahmat and Naufal (2021) and Azizah and Rafikasari (2022) that content marketing affects buying interest. This relationship occurs because marketing strategies such as content creation and the use of endorsements are able to increase the frequency of exposure of products or services to consumers, thus contributing to increased interest. Marketing content that is appropriately designed and not overdone can be an important element in building consumer buying interest. In another study conducted by Mukarromah *et al.* (2022) that the marketing content variable is stated to have a positive and significant effect on the buying interest variable which is the intervening variable. In research Abdurrahim A (2019) Content marketing also has a positive and significant effect on buying interest. In research Chasanah *et al.* (2021) stating that social media marketing content has the potential to expand the market as consumer buying interest increases.

Analysis of the Influence of Brand Image on Buying Interest

Path coefficient values *(Path Coefficients)* The brand image variable on buying interest showed a positive and significant result, which was 0.690. Meanwhile, the results of the recalculation go through the stages *Bootstrapping* in the relationship of these two variables, a T-statistical value (T-Calculus) of 9.368 was produced. This result indicates that the Facetology brand image has a positive and significant effect on the buying interest of TikTok Facetology followers. The T-value of this statistic is stated to be positive and significant because it has a value greater than the minimum criterion value, which is > 1.96. This study shows the finding that the second hypothesis in this study is acceptable.

Research in line with the research conducted Mughoffar *et al.* (2019) has calculated results on brand image variables and buying interest that are stated to be influential and significant, the study has positive and significant Heavenly Blush brand image variables that significantly affect consumer buying interest. In research Sari (2023) A strong brand image on a skincare product has an important role in influencing buying interest. Contributing information and perceptions regarding the brand can unconsciously shape consumer trust, thus fostering a desire to buy. Squirming (2021) conducted a similar study and found to have a positive and significant influence of brand image on buying interest, which was the object of the research conducted in the shop *coffee to go.*

Analysis of the Influence of Buying Interest on Buying Decisions

Path coefficient values *(Path Coefficients)* The buying interest in the decision to buy TikTok Facetology followers is 0.787, while the T-statistic value (T-Calcul) is 17.548. The minimum T-Calculation criterion value between variables is said to be positive and significant if > 1.96. from the results *Bootstrapping* and the T-statistical value produced, it

can be interpreted that the buying interest variable as an intervening variable affects the purchase decision variable positively and significantly. This result indicates that the buying interest of TikTok Facetology followers influenced by marketing content and brand image is able to influence TikTok Facetology followers to make purchases of Facetology products. This study shows the finding that the third hypothesis in this study is acceptable.

In previous and in line with the research that has been carried out by Purwati and Cahyanti (2022) It was found that buying interest had a significant effect on the decision to buy Scarlett products. Research results Mukarromah *et al.* (2022) Regarding the influence of marketing content and brand image on purchase decisions by mediating purchase interest variables on the use of the Tokopedia application, the purchase interest variable shows positive and significant results on purchase decisions.

Managerial Implications

Based on research findings on the influence of TikTok marketing content and Facetology's brand image on buying decisions mediated by buying interest. There are a number of managerial implications that Facetology can use to strengthen its marketing strategy. Managerially, Facetology has succeeded in using TikTok as an effective marketing medium by providing interesting and relevant content and in accordance with trends. The marketing content presented keeps the audience interested, builds buying interest, and ultimately drives a purchase decision. Facetology has also formed a positive brand image through aesthetically pleasing product packaging, and collaboration with influencers, and has a significant impact on consumer buying interest. These results confirm that buying interest has an important role as a mediating variable that can link the influence of marketing content and brand image to purchase decisions.

Some managerial suggestions that can be considered include improving educational, interactive, and creative content on TikTok, such as information about skin care, comparison of active ingredients, and tips for using the product. This will also increase and strengthen interest in Facetology products and can maximize buying interest. Facetology also needs to maintain and build trust and visual branding across social media so that the brand image formed is stronger and more professional. Collaborating with influencers who have a strong influence among the target market is also recommended to be able to expand the reach and form a more positive brand perception. Focus on buying interest, by developing a marketing strategy that not only encourages initial interest, but also fosters a desire to buy. Buying interest will grow with detailed promotional methods and good service that is prioritized. Facetology must also be more aggressive and routine in terms of marketing its products so that the product is better known. Lastly, conducting regular evaluations of the effectiveness of content campaigns and consumer perception with data analysis and user feedback so that the marketing strategies implemented can be adjusted and improved.

CONCLUSION

Based on the analysis, all hypotheses in this study were found to have a positive and significant effect. The marketing content variable was found to have a positive and significant effect on consumer purchase intention (H1), indicating that informative, engaging, and interactive content can effectively stimulate consumer interest in the product. *TikTok Facetology* marketing content provides positive stimuli in the form of clear and attractive product messages or information, making it easier for consumers to remember and fostering their purchase intention. Among the various types of content, motivational

content showed the strongest influence on purchase intention, suggesting that *Facetology* should prioritize creating content that motivates and inspires consumers.

Additionally, brand image also has a positive and significant influence on purchase intention (H2). *Facetology*'s perception as a trustworthy, high-quality, and easily recognizable brand contributes significantly to consumer trust and purchase intention. Specifically, the image of high-quality products offered at an affordable price showed the strongest effect, emphasizing the importance of maintaining and consistently communicating this brand image.

Furthermore, purchase intention has a positive and significant effect on purchasing decisions (H3), demonstrating that higher consumer intention increases the likelihood of purchasing—or repurchasing—*Facetology* products. This aligns with purchase decision process theory, which states that purchase intention is a key determinant of actual purchasing behavior; high purchase intention arises when consumers receive information that meets their needs and has been carefully considered. Consequently, purchase intention acts as a mediating variable between marketing content and brand image in influencing purchasing decisions.

The *R-square* values for purchase intention (0.619) and purchase decision (0.676) indicate that the research model has good explanatory power, showing that the better the marketing content and brand image are developed, the higher consumers' purchase intention will be—ultimately enhancing their purchasing decisions. Based on these findings, it is suggested that *Facetology* consistently create interactive and motivational *TikTok* content, maintain a strong and reliable brand image, and monitor consumer responses to optimize marketing strategies that drive both purchase intention and actual purchasing behavior.

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