The Influence of Beauty Influencer Credibility, Live Streaming, and Advertisements on Make Over Purchasing Decisions on the TikTok Application in Surabaya City

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A R T I C L E   I N F O

A B S T R A C T

The development of digital technology encourages local cosmetic brands, such as Make Over, by utilizing the Tiktok social media platform as a marketing medium. This study aims to analyze the effect of beauty influencer credibility, live streaming, and advertising on Make Over purchasing decisions on the Tiktok application in Surabaya City. The population in this study were Make Over consumers who placed orders through the Tiktok application in Surabaya City, with a sample size of 104 respondents. This study uses a quantitative approach with purposive sampling technique. The analysis technique used is Partial Least Square (PLS) with SmartPLS 3.0. The results of this study indicate that the three independent variables, namely beauty influencer credibility, live streaming, and advertising have a positive and significant effect on purchasing decisions. These findings indicate that interaction and trust-based digital marketing strategies such as those offered by beauty influencers, live streaming, and advertising can increase consumer buying interest in social media platforms.

INTRODUCTION

In this era, technology is getting more sophisticated and growing rapidly. Many information media features make it easier for people to find out the latest trends, one of which is in the cosmetics industry. Along with the development of technology, the cosmetic industry has also progressed in terms of formulas and environmentally friendly packaging. The growth and advancement of the cosmetics industry in Indonesia is getting more interesting in each year. Based on data, the gross incomes of the cosmetics industry are estimated to have increased significantly by 48%, from USD 1.31 billion (around IDR 21.45 trillion) in 2021 to USD 1.94 billion (around IDR 31.77 trillion) in 2024 (Statistics, 2024).

In connection with technology, there are many platforms on information media that can make it easier for people to find out the latest trends, Tiktok is a part of the information media platforms which provides the latest information. Tiktok has become a significant platform in influencing people's consumption patterns, including in purchasing cosmetic products. Purchasing products online in Indonesia has become a routine for many people because of its convenience and time efficiency. TikTok is one of the convenience and time efficiency in purchasing products online, known as TikTok Shop.

TikTok Shop offers a variety of products, ranging from fashion to cosmetics, which is one of the best-selling categories, especially among women. TikTok Shop simplifies the purchasing process through fast and interactive digital transaction features, providing a more reliable shopping experience. With competitive prices and ease of transactions. TikTok Shop has become one of the most popular online shopping platforms, while expanding market reach and technological innovation to attract more consumers. Social e-commerce like TikTok Shop is becoming a key part for brands like Make Over to get closer to consumers in a more interactive way.

Make Over is an original Indonesian brand that was founded in 2010 by PT Paragon Technology. Make Over is one of the high-quality beauty products and is in a high level of demand among women. The brand has a mission to encourage women to express themselves freely through makeup. Make Over carries the tagline "Beauty Beyond Rules" which reflects the vision of providing freedom to experiment through makeup. Therefore, the products offered by Make Over are more diverse than Emina and Wardah. Based on sales data of the best-selling local products in 2024, Wardah occupies the first position with a market share of 19.7%, Marcks is second at 15.7%, and Make Over is in third place with a market share of 11.7% (Top Brand Award, 2024). Make Over is a top 3 brand of loose powder products whose quality is not inferior to other products.

The credibility of beauty influencers plays an important role in consumers' purchasing decisions, especially since product compatibility with skin type is crucial. Not all skin types are compatible with the ingredients in cosmetics and using unsuitable products can cause irritation or negative reactions. Influencers such as Abel Cantika are often a key reference for women because of their honesty and credibility in delivering beauty product reviews. The credibility of beauty influencers not only influences purchasing decisions, but also creates trust in the brand and product quality. Therefore, the honesty and credibility of an influencer is necessary so that consumers can avoid skin problems. It is a lot easier to convince an audience and increase the level of sales of a brand's products when a communicator has strong reputation and great credibility (Alfiana & Na'im, 2023).

Live streaming also contributes substantially in the purchase decision of Make Over products in the TikTok Shop application. The development of digital technology is changing the way consumers interact with brands and make purchases. Live streaming videos influence purchasing decisions because consumers feel more confident in the products displayed, both in terms of quality and affordable prices. This makes consumers not hesitate to make purchases (Dirnaeni et al., 2021).

Advertising has an important role in purchasing decisions because it is one of the marketing strategies that has a significant impact, including for Make Over products. Advertising allows companies to convey messages well to consumers. Effective advertising can demonstrate product advantages and encourage consumers to make purchases (Yovianty, 2022). Make Over uses a short video ad starring Paula Verhoeven. Paula was chosen as the star of the ad because she is considered to represent modern Indonesian women (Cantika, 2020). Make Over advertisements carry the slogan "Beauty Beyond Rules" which emphasizes beauty as a form of self-confidence (Clozette, 2023).

Purchasing Decisions

Purchasing decisions refer to consumer actions in making choices, making purchases, and using products in the form of goods, services, ideas, or experiences, which are carried out by individuals, groups, and organizations to meet their desires and needs (Kotler and Armstrong in Soetanto, 2020). Purchasing decision is a decision-making process by customers that is influenced by various factors, such as technology, economic and financial conditions, culture, location, promotion, politics, people, price, physical evidence, and processes. These factors contribute to shaping consumer attitudes to process existing information and produce conclusions that lead to the product to be purchased (Buchari Alma in Fairuz, 2020).

Indicators of purchasing decisions according to Kotler and amstrong in martianto (2022) are:
a) Stability of buying, deciding to buy
b) Deciding to buy
c) Buying because it accommodates your needs and desires
d) Buying because you get recommendations from other people

Beauty Influencer Credibility

Credibility is a trust and expertise about the perceptions of communicators in delivering information accurately (Tsseng & Fogg in Yahya, 2021). The definition of credibility is simply "trust". An influencer, which means a figure who has influence or is taken from the word "influence", is an individual on social media with a substantial following, whose words can shape the actions of their followers (Hariyanti in Soebiantoro, 2024).

The credibility of beauty influencers is a description of how far the followers of beauty influencers and the public can understand the content created by beauty influencers in reviewing a product on social media with a delivery that is full of honesty (Alfiana, 2023).

Indicators of beauty influencer credibility according to Shimp in Purwanto (2022) are:
a) Trust
b) Attractiveness
c) Expertise

Live Streaming

Live streaming is a video that is aired to the public in real time. The audience can acknowledge what the video broadcaster is doing at the same time (Rahmayanti, 2023). Live streaming is a live broadcast that combines several elements such as text, images, sounds, and expressions into the broadcast, so that the live broadcast atmosphere is more real and more interactive with the audience (Fathurrohman, 2023).

Indicators of live streaming according to Netrawati et al., in Rahmayanti (2023) are:
a) Perceived product quality
b) Host credibility
c) Discount

Advertising

Advertising is a message conveyed indirectly, with the aim of providing information about the benefits or advantages of a product (Kotler and Armstrong in Sabilillah, 2024). The delivery of this information is designed in such a way as to create an attraction that can influence the desire of an individual to make a purchase. Advertising is an information medium that is created to get and attract the attention of the audience, is persuasive in nature, and has its own character or characteristics, so that the audience is happy to take an action according to what the ad maker wants (Alyasinta Viela Tusanputri & Amron, 2021).

Indicators of Advertising according to Kotler in Sabilillah (2024) are:
a) Provide information (to inform)
b) Persuade (to persuade)
c) Remind (to remind)

Relationship between Variables
The Influence of Beauty Influencer Credibility on Purchasing Decisions

Based on the results of the analysis of Alfianan and Na'im (2023) in this analysis, it is found that the credibility of beauty influencers gives a positive effect on purchasing decision and is in line with Cresentia's research (2021) the credibility of beauty influencers on purchasing decision, the results of the study show that there is a significant positive impact of beauty influencers on purchasing decisions.

H_1: *Beauty influencer credibility has a significant positive effect on purchasing decisions*

*The Influence of Live Streaming on Purchasing Decisions*

Based on the results of the analysis of Fera Valentina et al, (2024) in this analysis it is found that live streaming on purchasing decisions has a positive and significant impact, which is similarly researched by Shahnaz & Zumrotul (2023) who get positive and significant results live streaming on purchasing decisions.

H_2: *Live streaming has a significant positive effect on purchasing decisions*

The Influence of Advertising on Purchasing Decisions

Based on the analysis results of Alyasinta & Amron (2021) in this analysis, it is discovered that advertising has a positive and significant effect on consumer's purchasing decision similar researched by Alfina Dwi & Ali Maskur (2023) who get positive and significant results on purchasing decisions. Thus, it may be inferred that a person who conceived more with advertising affects a person's decision to buy the products.

H_3: *Advertising has a significant positive effect on purchasing decisions*
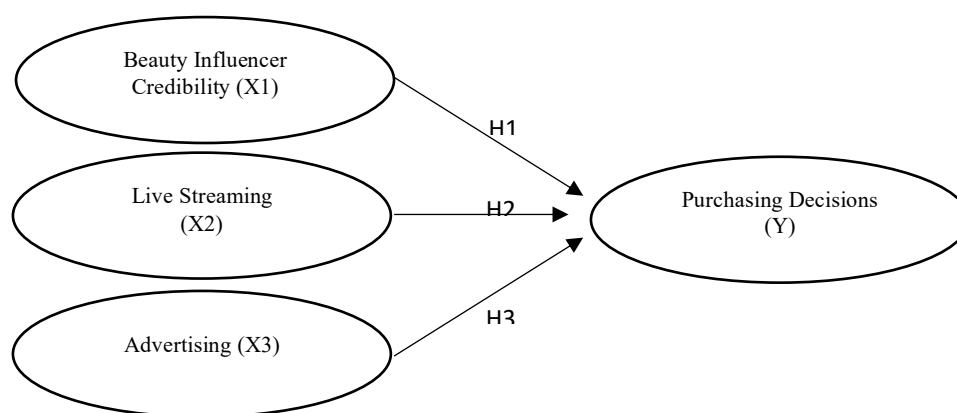
Figur 1. Conceptual Framwork

RESEARCH METHOD

This research used a quantitative approach. Variable measurement is carried out using an ordinal scale with a Likert-scale approach. The population of the research were all Make Over consumers who made purchases through the TikTok application in Surabaya City. The sampling technique is employed by purposive sampling combined with non-probability sampling method. In this study, 104 respondents served as research samples, who were selected based on certain criteria.
The following are the sample criteria used in this study:

1. Have made a purchase of "Make Over" at least once through the Tiktok application in the city of Surabaya
2. Following and watching Beauty Influencers, Live Streaming, and Ads on the Tiktok "Make Over" account for more than 1 year.
3. At least 17 years old
4. Women

In collecting data in this study by distributing questionnaires and collecting supporting data from journals, books, websites, and other literature. Data analysis in this study used the Partial Least Square (PLS) method with the help of SmartPLS 3.0 software.

Respondent Information

Based on the respondent profile table, the respondents are consumers of the "Make Over" brand who have made purchases through the TikTok application in Surabaya and know Abel Cantika as a beauty content creator. The 104 respondents were categorized based on demographic characteristics, including age, occupation, residence, and income level. Most respondents (64.4%) are between the ages of 21–25, which reflects the dominant TikTok user demographic and the primary target market for Make Over cosmetics. Most respondents (69.2%) are students, indicating that the brand appeals strongly to the youth segment, particularly among university-aged women. In terms of domicile, East Surabaya has the highest representation (33.7%), suggesting a strong market presence or accessibility of the brand in that area. Regarding income, 34.6% of respondents earn more than IDR 3,500,000 per month, followed by 30.8% who earn between IDR 500,000 – 2,000,000. This indicates that the Make Over brand is accessible across various income groups, but especially popular among those with higher disposable income.

Table 1. Demografis Profile of Respondents

Category	Description	Frequency	Presentase (%)
Ages	17 - 20 Years	19	18,3 %
	21 - 25 Years	67	64,4%
	26 – 30 Years	11	10,6%
	>30 Years	7	6,7%
Current Employment	College Student	72	69,2%
	Self-Employed	5	4,8%
	Private employee	16	15,4%
	PNS/TNI/Polri	7	6,7%
	Other (please specify)	4	3,8%
Domicile	Center Surabaya	11	10,6%
	East Surabaya	35	33,7%
	West Surabaya	23	22,1%
	North Surabaya	16	15,4%
	South Surabaya	19	18,3%
Income	< 500.000	22	21,2 %
	500.000 - 2.000.000	32	30,8%
	2.000.000 - 3.500.000	14	13,5%
	> 3.500.000	36	34,6%

Source: Data Processed, 2025

RESULTS AND DISCUSSION

Validity Test and *Reliability Test*

The validity test is used to measure whether a questionnaire is valid or not in research. To obtain a valid result, this study uses an instrument validity test approach which is used to assess the expertise of each item used in the study. Meanwhile, the realiability test is a test of how consistent the steps of the measuring instrument are used regardless of the measurement concept.

Outer Model Test

To ensure that the research instrument is valid and reliable, the first step is to calculate the Average Variance Extracted (AVE) and Composite Reliability values. The AVE value is used to measure convergent validity, while Composite Reliability is used to measure internal consistency between indicators in each variable.

Table 2. Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
Purchasing Decisions (Y)	0,782
Beauty Influencer Credibility (X1)	0,682
Live Streaming (X2)	0,694
Advertising (X3)	0,708

Source: Data Processed, 2025

Based on the results of AVE testing, the Beauty Influencer Credibility variable (X1) was 0.682, the Live Streaming variable (X2) was 0.694, Advertising (X3) was 708, and the Purchasing Decision (Y) was 0.782, the three variables have values >0.5, thus it may be concluded that the validity of the variables in this study is classified as good.

Table 3. Composite Reliability

	Composite Reliability
Purchasing Decisions (Y)	0,782
Beauty Influencer Credibility (X1)	0,682
Live Streaming (X2)	0,694
Advertising (X3)	0,708

Source: Data Processed, 2025

The results of Composite Reliability testing indicate that the Beauty Influencer Credibility variable (X1) is 0.895, the Live Streaming variable (X2) is 0.871, Advertising (X3) is 0.879 and Purchasing Decisions (Y) is 0.915, the three variables have a Composite Reliability value that exceeds 0.70, in such a way that all variables in this study can be declared to meet the reliability criteria.

Inner Model Test

Table 4. R-Square

	R Square
Purchasing Decisions (Y)	0,513

Source: Data Processed, 2025

The structural model testing is executed by reviewing the value of R-Square as an indicator to measure the degree of excellence of fit. Assessment of the inner model is perceivable through the R-Square value in the relationship between latent variables. The R-Square value shows to what extent the independent variable contributes to explaining the dependent variable in the model used.

The result of the coefficient of determination R2 is 0.513. Indicates that this model can explain the phenomenon of Purchasing Decisions through the influence of independent variables, namely Beauty Influencer Credibility, Live Streaming, and Advertising by 51.3%. Meanwhile, the remaining of 48.7% is affected by indicators other than variables studied in this study. That for the R2 value of 0.513 can be categorized as moderate, because the results are> 0.33 but <0.67.

Table 5. Hypothesis Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Beauty Influencer Credibility (X1) -> Purchasing Decisions (Y)	0,292	0,296	0,079	3,699	0,000
Live Streaming (X2) -> Purchasing Decisions (Y)	0,327	0,327	0,089	3,678	0,000
Advertising (X3) -> Purchasing Decisions (Y)	0,332	0,336	0,104	3,206	0,001

Source: Data Processed, 2025

In the path coefficients table, it can be inferred that the hypothesis as to

Hypothesis 1: It is presumed that the credibility of Beauty Influencers gives a constructive influence on Make Over purchasing decisions in Surabaya City in the Tiktok application can be accepted, with 0.292 path coefficients, and a number of 3.699 > 1.96 on T-statistic value (Zα = 0.05) or a number of 0.000 < 0.05 on P-Value, by means of significant and positive results.

Hypothesis 2: It is presumed that Live Streaming gives a beneficial impact on Make Over purchasing decisions in the city of Surabaya in the Tiktok application can be accepted, with 0.372 path coefficients, and a number of 3.678 > 1.96 on T-statistic value (Zα = 0.05) or a number of 0.000 < 0.05 on P-Value, by means of significant and positive results.

Hypothesis 3: It is presumed that advertising gives a positive effect on Make Over purchasing decisions in the city of Surabaya in the Tiktok application can be accepted, with 0.332 path coefficients, and a number of 3.206 > 1.96 on T-statistic value (Zα = 0.05) or a number of 0.001 < 0.05 on P-Value, by means of significant and positive results.

As consequences of the T-Statistic value results could be recognized from the smartPLS output with bootstrapping in the following figure.

H₁: Beauty influencer credibility has a positive on purchasing decisions

Based on the analysis of the hypothesis that beauty influencers credibility gives a significant positive effect on purchasing decisions for Make Over products in the TikTok application in Surabaya City. Credibility which includes expertise, trustworthiness, and attractiveness is proven to be able to build consumer confidence in promoting products through the platform. With a professional self-image, influencer Abel Cantika can increase consumer interest in buying recommended products. It can be identified that the finer the attractiveness of a beauty influencer, the greater the consumers interest in purchasing Make Over on the TikTok application. This finding is in line with Alfiana & Na'im's research (2023) presenting that influencer credibility has a constructive impact on consumer's purchasing decisions, because detailed and credible information can attract consumer interest. Cresentia & Nainggolan's research (2021) also supports that the credibility of beauty influencers positively influences purchasing decisions. In conclusion, the higher the influencer's credibility in conveying product information, the greater the impetus for consumers to buy the product.

H₂: Live streaming has a positive on purchasing decisions

Based on the hypothesis analysis that live streaming variable gives a significant positive effect purchasing decisions for Make Over products in the Surabaya City TikTok application. The live streaming feature used by Make Over and beauty influencers can attract consumer attention through live product demonstrations, real-time interactions, and special offers during the session. It can be identified that the clearer and more real the product displayed during live streaming, the greater the consumer's interest in buying Make Over products on TikTok Surabaya City. This finding is in line with Maulidya & Zumrotul

Fitriyah's research (2023) which states that the quality of the host and the number of discounts can attract consumers to buy. Research by Rahmayanti & Rizky Dermawan (2023) and Nita Widiyaningsih & Jonet Ariyanto (2024) also supports those live streaming influences favourably on customer's purchasing decisions. The better the communication and interaction with consumers, the more purchasing decisions will increase.

H₃: Advertising has a positive on purchasing decisions

Based on the analysis of the hypothesis that advertising has a significant positive effect on purchasing decisions for Make Over products in the TikTok application in Surabaya City. Ads that are aired attractively and consistently can attract the attention of consumers and encourage them to make purchases. It can be identified that the more advertisements, the more consumers easily remember Make Over products and easily consumers in making purchasing decisions for Make Over products on the Tiktok application in Surabaya City. This finding is in line with Alyasinta Viela & Amron (2021) who state that the more attractive advertisements in promoting products can attract consumers to make purchasing decisions. Research by Jasmine & M.Khoiri (2023) and Alfina Dwi Pratiwi & Ali Maskur (2023) also supports that advertising has a significant positive effect on purchasing decisions. the more information conveyed in advertisement, the more purchasing decisions made by consumers will increase.

CONCLUSION

This study indicates that the consumers purchasing decisions to buy Make Over products on the Tiktok application in Surabaya City are positively and significantly influenced by the credibility of beauty influencers, live streaming, and advertising. Through the credibility of beauty influencers such as Abel Cantika who are widely recognized on Tiktok, consumers obtain accurate information, increase consumer confidence who have gone through a process of trial and experience directly from beauty influencers, and increase buying interest in Make Over products. The live streaming feature on the Tiktok application provides a live interactive experience. Consumers can see real product demonstrations, ask questions, and get explanations directly from the host. This strengthens consumers' emotional engagement with the product and increases brand awareness. In addition, creative and consistent Advertising Ads are also able to attract attention, make it easier for consumers to remember products, and encourage purchasing decisions. Overall, the credibility of beauty influencers, live streaming features, and advertisements are proven to be able to increase purchasing decisions through interaction and trust-based digital marketing strategies. Therefore, the Make Over brand is advised to continue working with credible influencers, optimizing live streaming content, and designing relevant and engaging advertisements to maintain competitiveness in the digital market.

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