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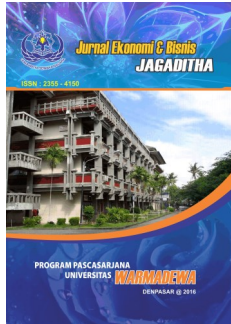
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## Perceived Value as A Key Variable in Purchase Decisions Beauty Products on The Tiktok

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# Perceived Value as A Key Variable in Purchase Decisions Beauty Products on The Tiktok

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**Abstract.** The increasingly rapid development of technology has had an impact on the business world, including in the marketing sector. Online marketing is a trend in society today. Many business people market their products through TikTok media by using influencers and creating interesting content. This research aims to test the effect of using Influencers and User Generated Content (UGC) in purchasing decisions for cosmetic products on the TikTok application with Perceived value as a mediating variable in the people of Denpasar City. The object of this research is consumers of beauty products on the TikTok application. The population of this research is the people of Denpasar City. The sample used was 96 respondents and a questionnaire as a data collection tool. This research uses the SEM analysis method using outer model, inner model, hypothesis testing and mediation testing. The research results found that the use of influencers and UGC had a positive and significant effect on perceived value. The use of influencers has a positive but not significant influence on purchasing decisions, in contrast to UGC and perceived value which have a positive and significant influence on purchasing decisions. In this research, perceived value was able to mediate the influence of the use of influencers and UGC on purchasing decisions for cosmetic products on the TikTok application.

**Keywords:** Influencer; perceived value; purchase decisions; UGC

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## Introduction

Indonesia is one of the countries that has a fairly high online shop trend, these online shops can be easily accessed according to buyers' needs (Immanuel Surya Tjahyono, 2024). The increasingly rapid development of technology has had an impact on the business world, including in the marketing sector. Digital marketing is a trend in society today. Digital marketing is the display of goods or administrations that utilize modern innovation, especially on the Internet, but also incorporates mobile phones, event publicizing, and other high-level media (Zak & Hasprova, 2020). This makes most people carry out daily activities such as buying and selling, obtaining and sharing information online. Then an actual and cheap digital marketing channel emerged, namely social media. Social media has become the platform most frequently used by society and has an important role in the information ecosystem in this country

The TikTok application is becoming a trend in the world. Since the TikTok application was first introduced in 2016, the number of active users of the TikTok application has now reached more than 1 billion worldwide. The TikTok application is the most downloaded application worldwide in the "Non-Game Application" category in 2022. TikTok Shop is an interesting platform because it uses a lot of promotions through live and video content (Fauzi & Sijabat, 2023). Various categories of video content found on the TikTok application, beauty

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or skincare are one of the most watched video categories. This phenomenon also occurs in Indonesia, where the fashion/beauty category is ranked third out of the five most watched video categories, so it is used by cosmetic product industry businesses to market through the TikTok application.

Based on data on the proportion of fashion product transactions in e-commerce in 2022, it is known that consumers make more e-commerce purchase transactions for fashion products with a percentage of 58%, followed by purchase transactions for gadgets and electronic products at 47%. Beauty products are in third place, namely 43%. Based on the results of observations and interviews with consumers of beauty products on TikTok media in Denpasar City, they decided to buy these products because of the influencers and user generated content they saw. Purchasing decisions are the evaluation stage of consumer preferences. The consumer purchasing decision process, which is used by buyers in purchasing products or services and these steps include: problem recognition where consumers recognize a problem. Consumers evaluate several factors through the decision-making process. This evaluation can be seen in terms of considerations that are ultimately applied to purchasing decisions (Putri W N, 2021). TikTok in-app marketing using Influencers. An influencer is someone who has ability, attractiveness, and a large following on social media (Yogastrian, 2020). The use of influencers plays an important role in marketing. Influencers have a positive influence on purchasing decisions (Sukma AL dan Taris Q S, 2021). Influencers as online opinion leaders are the main promoters of products and services in various worlds of business and marketing. Influencers earn the trust and friendship of their followers by designing body shape-focused visual content and targeted communication techniques (Pilgrim & Bohnet-Joschko, 2019). Collaborating with influencers is able to attract attention and participate in brand promotions by using relevant content so that it can influence consumer purchasing decisions. Different research results find that influencers do not have a significant influence on purchasing decisions (Tatang et al., 2021).

In marketing strategies, the use of Tik Tok also plays an important role through User Generated Content (UGC) (Pratiningsih & Al Sukri, 2023). UGC is content created by users without professional intervention and is a source of information for consumers in determining which products and services to look for (Halim & Candraningrum, 2021). UGC content requires new business intelligence methods to understand the influence of online opinion formation on customer purchasing decisions (Setiya et al., 2016). User-generated online content (UGC) is a way to express customers' impressions of products and is the main thing for competitive product identification and evaluation (CPIE) (Dong et al., 2023).

In today's dynamic consumption environment due to technological innovation and interrelated economic developments at the macro, micro and societal levels, researchers and managers are increasingly showing interest in the concept of customer perceived value. However, especially considering its broad empirical applicability, surprisingly little effort has been made to synthesize multiple perspectives on the dimensions, abstractions, and taxonomies of customer perceived value models (Zauner et al., 2015). Apart from the use of Influencers and UGC, Perceived value is also important in improving purchasing decisions. Rosanti (2022) in his research found that perceived value can influence purchasing decisions (Rosanti et al., 2022). In other research, it was found that different results showed that perceived value had an insignificant influence on consumers' repurchase interest (Anggreni, 2015). Consumer perceived value has become a focal point in the marketing literature, usually modeled as a reflective construct centered on the balance of benefits versus costs, thereby influencing consumer satisfaction and consumer behavior (Dirsehan & Kadioğlu, 2023). Several studies have found that perceived value can mediate the influence of influencers and UGC on purchasing decisions (Khofifah & Hasanah, 2023).

Some of the data above shows how social media marketing is done through the TikTok application. So this research aims to determine the influence of the use of Influencers and User Generated Content on purchasing decisions for beauty products on TikTok media through perceived value as mediation.

## Concept and Hypothesis Concept and Hypothesis

### The Use Of Using Influencers on Perceived Value

Influencers are social media celebrities who refer to individuals who become famous through their social media presence, rather than traditional celebrities who are famous from movies, music, and TV shows. An influencer often depends on their credibility, authenticity, and relevance to their audience. If an influencer cannot build a strong relationship with their followers, their influence may be limited (Khamis et al., 2017). Influencers can increase the perception of product value in the eyes of consumers (Maharani, 2025). In addition, Talitha (2019) found the results of the use of influencers had a positive and significant effect on perceived value (Talitha et al., 2019). Based on previous research studies, it can be explained that the use of influencers is indeed very necessary in increasing consumer perceived value on the TikTok application.

H1. The use of influencers has a positive and significant effect on perceived value

### User Generated Content On Perceived Value

The results of data analysis show that User Generated Content has a positive effect and significant to Perceived Value. This means User Generated Content which is measured through four indicators, namely, reciprocity, responsiveness, non-verbal informants and response speed, User Generated Content, have a positive and significant effect on Perceived Value. It delivers an indication that the hypothesis is accepted. User Generated Content that is created has an impact positive and significant towards Perceived Value. This means that The better and more User Generated Content you have, the consumer's Perceived Value will also increase. This research is supported by several studies which found the same results, namely that UGC has a positive and significant effect on purchasing decisions (Halim & Candraningrum, 2021). (Geng & Chen, 2021). Other research results found that when customers interact with other users to receive brand information on social media, it will not affect the perception of quality, (Liaw et al., 2022). Based on this research, it can be explained that User Generated Content It is very necessary in sales cosmetic products on TikTok media to achieve high Perceived Value from consumers.

H2 : User Generated Content has a positive and significant effect on perceived value

### The Use Of Using Influencers on Purchasing Decisions

An influencer is someone who can influence others (Putri & Rosmita, 2024). In the world of marketing, an influencer is a marketing strategy that displays a person (individual) who has followers when promoting a product so that it influences other people/the environment to take a stand in an absolute decision, ultimately using the product (lengkawati & Saputra, 2021). other research results also found Influencers have a positive and significant influence on research purchasing decisions (Pilgrim & Bohnet-Joschko, 2019; Yogastrian, 2020; Zak & Hasprova, 2020). but there is research that finds that use of Influencers has an insignificant influence on purchasing decisions (Tatang et al., 2021). Based on the results of previous studies, the following hypothesis can be formulated:

H3: Influencers have a Positive and Significant Influence on Purchasing Decisions

### User Generated Content on Purchasing Decisions

UGC is much more effective in acquiring customers, while traditional media is more important for customer retention (You & Joshi, 2020). On social networks, UGC users can share their own ideas and opinions through various online platforms due to the rapid transmission of information and the ability to receive feedback from other users (Bahtar & Muda, 2016). On social networks, UGC users can share their own ideas and opinions through various online platforms due to the rapid transmission of information and the ability to receive feedback from other users (Anderson, 2023; Khofifah & Hasanah, 2023). Different research results found that UGC has no influence on purchasing interest. (Sadiyyah et al.,

2025)

Based on the results of previous studies, the following hypothesis can be formulated:

H4: User Generated Content have a Positive and Significant Influence on Purchasing Decisions

#### Perceived value On Purchasing Decisions

By increasing perceived value, it can increase consumer willingness to decide to buy a product. This means that perceived value has a positive and significant influence on purchasing decisions. (Lusiani, 2019), perceived value yang baik dari konsumen akan mampu meningkatkan kepuasan sekaligus minat beli ulang konsumen (Anggreni, 2015; Khofifah & Hasanah, 2023; Talitha et al., 2019), However, the results of this study are not supported by one study which found that perceived value has no effect on purchasing decisions (ALHuwaishel & AL-Meshal, 2018).

## Method

The research design used in this research is quantitative , deep population (Hardani et al., 2020). This research is all people in the city of Denpasar who use the TikTok application and shop for beauty products using the TikTok application . Considering that the population size is not known with certainty, the determination of the sample size to be used in this research is to use the formula from Riduwan and Akdon. The sample in this study was 96 people who had purchased beauty products on TikTok media. There are four variables used in this research, namely the use of influencers (X1) and User Generated Content (X2) is an exogenous (free) variable, as well as Perceived value (Y1) and purchasing decisions (Y2) as endogenous (dependent) variables. Especially for the Perceived value variable (Y1) apart from being an endogenous variable, it is also an intervening variable in the research model. This research using causality or influence relationship models to test hypotheses PLS is a powerful analysis method because it can be applied to everyone data scale, does not require many assumptions and the sample size does not have to be large. PLS can also be used for structural modeling with indicators reflective or formative . There are 3 steps to the data analysis technique in this research, namely: Descriptive Analysis , Inferential Analysis , Evaluation of Goodness of Fit PLS Model . In this research, the data analysis technique used is PLS with the SmartPLS program . Based on the results of data processing using PLS, then evaluate the structural equation model. In this evaluation, there are two basic evaluations, namely: 1) evaluation of the measurement model ( outer model ) to determine the validity and reliability of indicators that measure latent variables, and 2) evaluate the structural model ( inner model ) to determine the accuracy of the model. Before the model evaluation is carried out, it can be reiterated that the questionnaire as a data collection tool in this research is a valid and reliable instrument

## Result and Discussion

### Evaluation of the Measurement Model ( Outer Model )

Evaluation of the measurement model is carried out by checking the convergent and discriminant validity of the indicators, as well as composite reliability for the indicator. As for the results Checking the outer model can reveal the outer loading of each indicator on a variable, as presented in Table 1 below.

**Table 1.** Outer Model Inspection

Variable	Indicator	Outer Loading
Use of Influencers(X1)	Authenticity (X1.1)	0.708
	Brand Fit (X1.2)	0.785
	Community (X1.3)	0.798
User Generated Content (X2)	Reciprocity (X2.1)	0.901
	Responsiveness(X2.2)	0.902
	Non Verbal Information (X2.3)	0.913
	Response Speed	0.908
Perceived Value (Y1)	Product Quality (Y1.1)	0.900
	Emotional (Y1.2)	0.871
	Convenience (Y1.3)	0.707
	Recognition of Needs (Y2.1)	0.860
Purchase Decision (Y2)	Information Search (Y2.2)	0.839
	Evaluation Alternative(Y2.3)	0.733
	Purchase Decision (Y2.4)	0.831

source: research results 2024

From table 1 can be seen that the three indicators that measure the Influencer Use variable (X1) have an outer loading value greater than 0.50. This means Authenticity (X1.1), brand fit (X1.2), and the community indicator (X1.3) is the strongest indicator of the Influencer Use variable (X1), because it has the largest outer loading value (0.798). In the evaluation results of the User Generated Content variable (X<sub>2</sub>) it was proven that the four indicators had an outer loading value greater than 0.50, and the T - Statistics above 1.96. These results indicate that reciprocity (X2.1), responsiveness (X2.2) non-verbal informants (X2.3) and speed of response (X2.4), are valid indicators in reflecting the User Generated Content variable (X2). Other information indicates, non-verbal information (X2.3) is the strongest indicator reflecting the value with an outer loading value of 0.913. In evaluating the Perceived Value variable(Y1), it appears that the three indicators have outer loading values above 0.50 and the T-Statistic is far above 1.96. These results indicate that product quality (Y1.1), emotional (Y1.2) and convenience (Y1.3) are valid indicators as measures of the Perceived Value (Y1) variable. Further examination shows that product quality (Y1.1) is the strongest indicator reflecting marketing capability with an outer loading value of 0.900. The results of examining the Purchase Decision variable (Y2) show that all indicators have outer loading values greater than 0.5 and the T-Statistic is well above 1.96. This provides clues that need recognition (Y2.1) information search (Y2,2) evaluation of alternatives (Y2.3) and purchasing decisions (Y2.4) are valid indicators as measurements of Purchasing Decisions (Y2). It was further stated that the recognition of needs (Y2.1) is the strongest indicator reflecting Buying decision with an outer loading value of 0.860..

Discriminant validity ; This evaluation is carried out by comparing the square root of average variance extracted value (AVE) each latent variable with correlation between other latent variables in the model. The condition is that if the square root of average variance extracted ( $\sqrt{AVE}$ ) of the latent variable is greater than the correlation coefficient of the latent variable, it indicates that the variable indicators have good discriminant validity. The recommended AVE value is greater than 0.50. To check discriminant validity in this research, it can be seen in Table 2 below.

**Table 2.** Discriminant Validity Check

Variable	AVE
Use of Influencers (X1)	0.765
User Generated Content (X2)	0.835
Perceived Value(Y1 )	0.923
Purchase Decision (Y2)	0.886

source: research results 2024

From the information obtained in Table 2 above, it can be seen that all variables have an AVE value above 0.5. Thus, the results obtained indicate that the discriminant validity of the research model is quite good and acceptable for further analysis.

Composite Reliability ; aims to evaluate the reliability values between indicator blocks of the constructs that form them. Composite reliability results are said to be good if they have a value above 0.70. The composite reliability values in the measurement model can be presented in Table 3 following.

**Table 3.** Composite Reliability Value

Variable	Composite Reliability
Use of Influencers (X1)	0.808
User Generated Content (X2 )	0.948
Perceived Value(Y2)	0.868
Purchase Decision (Y3)	0.896

source: research results 2024

From Table 3 above, it appears that the composite reliability value of the four latent variables is above 0.70, so it can be said that Reliable indicator blocks measure variables.

convergent , discriminant validity and composite reliability evaluations , it can be concluded that the indicators as measures of latent variables are valid and reliable measures. Next, an inner model analysis was carried out to determine the suitability of the model (goodness of fit model ) in this research.

### Evaluation of the Structural Model ( Inner Model )

The structural model is evaluated taking into account  $Q^2$  predictive relevance a model that measures how well the observation values are generated by the model.  $Q^2$  is based on the coefficient of determination of all dependent variables. The quantity  $Q^2$  has a value in the range  $0 < Q^2 < 1$ , the closer the value to 1, the better the model. In this structural model there is one intervening variable and one endogenous (dependent) variable , namely: Perceived value (Y1) and Purchase Decision (Y2). The coefficient of determination ( $R^2$ ) of each dependent variable can be presented in Table 4

**Table 4** Evaluation Results Goodness of Fit

Structural model	Vari dependent abel	R-square
1	Perceived value (Y <sub>1</sub> )	0 . 907
2	Buying decision (Y <sub>2</sub> )	0.926
Calculation: $Q^2 = 1 - [ (1 - R_1^2) (1 - R_2^2) ]$		
$Q^2 = 1 - [(1 - 0.907) (1 - 0.926)] = 0 . 993$		

source: research results 2024

Table 5. Direct Effect Testing

No	Relationship Between Variables	Path Coefficient (bootstrapping)	t- Statistics
1	Use of Influencers (X1) → Perceive Value (Y1)	0.559	9,746
2	User Generated Content (X2) → Perceive value (Y1)	0.435	7,366
3	Use of Influencers (X1) → Purchase Decisions (Y2)	0.018	0.202
4	User Generated Content (X2) → Purchase Decision (Y2)	0.264	3,577
5	Perceive Value (Y1) → Purchase Decision (Y2)	0.702	5,703

source: research results 2024

Information from Table 5 above , the results of hypothesis testing can be determined which are presented in the following description :

The use of Influencers (X1) is proven to have a positive and significant effect on Perceive value (Y1) . These results are demonstrated by the path coefficient which has a positive value of 0.559 with the T- statistic = 9.746 (T- statistic > 1.96) , so hypothesis-1 (H1): The use of Influencers has a positive and significant effect on perceived value can be proven. These results mean that the better the use of Influencers, the Perceived Value will increase. The findings of this research provide an illustration that the use of Influencers tends to be done through Authenticity, Brand fit and community can increase Perceived Value in general. These results are also supported research on the Influence of Celebrity Endorsements on Purchase Intention , the results of her research explain the Use of Influencers positive and significant effect on perceived value (Talitha et al., 2019). Based on this research, it can be explained that the use of Influencers is indeed Very necessary in increasing consumer perceived value in the TikTok application

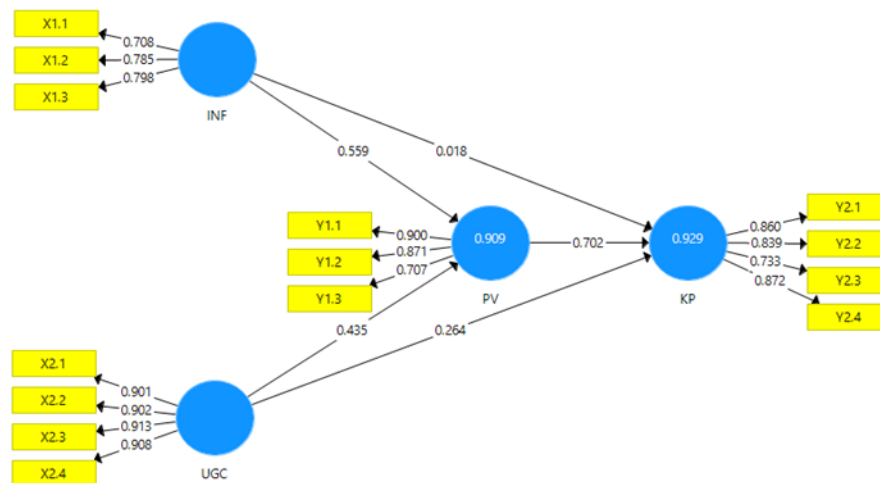
User Generated Content (X2) has a positive and significant effect on Perceive value (Y1) These results are demonstrated by the path coefficient which has a positive value of 0.435 with the T- statistic = 7.366 (T- statistic > 1.96) . These results indicate that hypothesis- 2 (H2) User Generated Content has a positive and significant effect on Perceived Value empirically proven. This means User Generated Content which is measured through four indicators, namely, reciprocity , responsiveness , non-verbal informants and response speed , User Generated Content, have a positive and significant effect on Perceived Value. It delivers an indication that the hypothesis is accepted. User Generated Content that is created has an impact positive and significant towards Perceived Value. This means that The better and more User Generated Content you have, the consumer's Perceived Value will also increase . This research is supported by several studies which found the same results, namely that UGC has a positive and significant effect on purchasing decisions (Halim & Candraningrum, 2021). (Geng & Chen, 2021)Based on this research, it can be explained that User Generated Content It is very necessary in sales cosmetic products on TikTok media to achieve high Perceived Value from consumers.

Use of Influencers (X1) positive but not significant effect on Purchase Decision (Y2) These results are demonstrated by a positive path coefficient of 0.018 with the T- statistic = 0.202 (T- statistic < 1.96) , so hypothesis -3 (H3): The use of Influencers has a positive and significant effect on purchasing decisions cannot be proven. Thus it can be stated that the use of Influencers may not necessarily be able to significantly increase purchasing decisions. These results are demonstrated by a path coefficient of 0.264 with the T- statistic = 3.577 (T- statistic > 1.96) . These results indicate that hypothesis- 4 (H4): User Generated Content has a positive and significant effect on Purchasing Decisions empirically proven. The results of this research are in line with research which found that the use of Influencers has an insignificant influence on purchasing decisions (Tatang et al., 2021). However, several studies have found different results that Influencers have a positive and significant influence on research purchasing decisions (Pilgrim & Bohnet-Joschko, 2019; Yogastrian, 2020).



Perceived Value (Y1) positive and significant effect on Purchasing Decisions (Y2) . These results are demonstrated by a positive path coefficient of 0.702 with the T- statistic = 5.703 ( T- statistic > 1.96) . These results indicate that hypothesis- 5 (H<sub>5</sub>): Perceived Value has a positive and significant effect on Purchasing Decisions . In accordance with these results it can be stated that the better the Perceived value owned by consumers can increase purchasing decisions, This research is in line with research analyzed purchasing decisions on Instagram media and found that UGC can improve purchasing decisions (Khofifah & Hasanah, 2023). Apart from that, the results of other research also found that User Generated Content has a positive and significant effect on purchasing decisions. (Anderson, 2023). User Generated Content that is carried out is seen from the direct impact that has a positive influence and significant to purchasing decisions. This means that purchasing decisions for cosmetic products on TikTok media depend on User Generated Content

Based on the results of the analysis carried out, an image of the research model in accordance with the PLS analysis can be presented as follows:



**Figure 1.** Full Model  
Source : PLS Bootstrapping

### Testing Indirect Effects Through Mediating Variables

In testing the following hypothesis, the mediating role of the Perceived value variable (Y<sub>1</sub>) will be studied on the indirect influence of the use of Influencers (X<sub>1</sub>) and User Generated Content (X<sub>2</sub>) on Purchasing Decisions (Y<sub>2</sub>). As for testing the hypothesis of indirect influence in this research, the results of the analysis can be presented in Table 6:

**Table 6.** Recapitulation of Mediation Variable Test Results

No	Relationship between Variables	Path Coefficient ( Bootstrapping )	T-Statistics	information
1	Use of Influencers ( X <sub>1</sub> ) → Perceived Value (Y <sub>1</sub> ) → Purchase Decision (Y <sub>2</sub> )	0.393	4,497	Full Mediation
2	User Generated Content ( X <sub>2</sub> ) → Perceived Value (Y <sub>1</sub> ) → Purchase Decision (Y <sub>2</sub> )	0.305	5,028	Full Mediation

Source : research results 2024

The information that can be obtained from Table 6 is the result of testing the mediation variables which can be presented as follows: first Perceived Value (Y1) is able to mediate positively and significantly on the indirect influence of Influencer Use (X1) on Purchasing Decisions (Y2). These results are demonstrated by a positive path coefficient of 0.393 with the T- statistic = 4.497 ( T- statistic > 1.96) . These results indicate that Perceived Value is able to mediate the influence of Influencer Use positively and significantly on Purchasing Decisions . In accordance with these findings, the better the consumer's Perceived Value which is based on the good use of Influencers, the better the consumer's cosmetic purchasing decisions on the TikTok application. This result is in line with research that found that perceived value plays a role in mediating influencer marketing towards purchasing decisions. (Maharani, 2025). The second, Perceived Value (Y1) is able to mediate positively and significantly on the indirect influence of User Generated Content (X1) on Purchasing Decisions (Y2). These results are demonstrated by a positive path coefficient of 0.305 with the T- statistic = 5.028 ( T- statistic > 1.96) . These results show that): Perceived Value is able to mediate the influence of Influencer Use positively and significantly on Purchasing Decisions . In accordance with these findings, the better the consumer's Perceived Value, which is based on increasing User Generated Content, is able to increase Consumer Cosmetic Purchasing Decisions on the TikTok. This result is in line with research that found that perceived value plays a role in mediating UGC towards purchasing decisions (Khofifah & Hasanah, 2023).

## Conclusion

Based on the results of the research analysis, it can be concluded several things as follows, the use of influencers has a positive and significant effect on perceived value, user generated content also has a positive and significant effect on perceived value. The use of influencers has a positive but not significant influence on purchasing decisions, user generated content has a positive and significant influence on purchasing decisions, likewise perceived value has a positive and significant influence on purchasing decisions. Perceived value is able to mediate the indirect influence of the use of influencers and user generated content on purchasing decisions. This means that UGC generated content is a key variable in increasing purchasing decisions for cosmetic products on the TikTok application.

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