

The Influence Of Tiktok Content Marketing, Live Commerce and User-Generated Content (UGC) On Purchase Intention

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ABSTRACT

PURPOSE - This study aims to analyze the influence of TikTok content marketing, live commerce, and user-generated content (UGC) on consumers' purchase intentions for Grace & Glow skincare products in Yogyakarta. The background of this study is the increasing use of TikTok as an effective digital marketing platform for fostering consumer engagement and purchase intent, especially among younger generations.

METHODOLOGY - This study used a quantitative, explanatory-causal design. A sample of 187 respondents was obtained through purposive sampling, with the criteria of TikTok users aged 17 or older who had watched Grace & Glow promotions. Data were gathered through a five-point Likert-scale questionnaire and analyzed using multiple linear regression in IBM SPSS 27.

FINDING - The results of the study indicate that the three independent variables significantly and positively influence purchase intention. Live streaming activities on TikTok increase direct engagement and customer trust, while marketing content and UGC enhance positive brand perception. Theoretically, this study expands the understanding of social interaction-based digital marketing strategies. In practice, these findings offer recommendations for local brands to optimize interactive communication strategies to increase consumer purchase intention in the era of social media-based marketing.

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INTRODUCTION

Digital technology advancements developed and has transformed marketing practices. TikTok has become Indonesia's fastest-growing platform, reaching 157.6 million users, allowing brands to share engaging short videos and foster emotional connections with their audiences (Setiawan et al., 2024). Its algorithm-based communication model and fast-consumption content encourage consumption patterns based on visual experiences, interaction, and active user engagement. Indonesia's internet user base is projected to reach around 221 million people in that year, with a population penetration rate of 79.5%. Most internet users are also recorded as active social media users, indicating the dominance of the digital space in community activities (APJII,

2024).

This phenomenon is relevant in the beauty industry, particularly skincare, which has experienced significant growth, estimated to reach a market value of USD 2.4 billion with an annual growth of 9.4% (Kenresearch, 2024). There has also been an increase in beauty and personal care sales of up to 16% per year, exceeding the average growth of the FMCG sector (Mardiana et al., 2023). Furthermore, data shows that live shopping is gaining momentum, with six out of ten users making purchases through live commerce sessions in 2024 (Meliana, 2025). This data confirms that consumer purchasing decisions are shifting from conventional patterns to content-based, experiential, and digital interaction patterns. This transformation not only introduces new ways to promote products but also creates a consumption ecosystem based on content, experience, and direct interaction.

In the context of TikTok, three components influence consumer purchasing decisions: content marketing, live commerce, and user-generated content (UGC). These components foster an emotional connection between the brand and the consumer. Authentically and interactively presented marketing content on this platform can boost brand awareness and shape positive perceptions (Izza et al., 2024). Meanwhile, live commerce provides a real-time experience through product demonstrations and direct engagement, which has been proven to increase consumer interest in purchasing (Rajagukguk et al., 2024). In addition to content marketing and live streaming, UGC is increasingly recognized as social proof that modern consumers trust more. UGC feels more genuine than traditional advertising because it originates from actual experiences. Especially in the beauty industry, and particularly in skincare, younger consumers now prefer digital testimonials and peer reviews before making a purchase (Dwiputri & Syahputra, 2023).

Various studies indicate that each of these variables significantly influences consumer purchase intention. Studies show that content marketing and TikTok live streaming positively affect purchase intention (Suryowati & Nur Mila Chofifah, 2024). However, research on UGC in the Indonesian context remains limited. However, several studies found that live streaming and content marketing significantly influence purchasing decisions, although customer reviews only have a positive but not very strong or significant effect (Irdiana et al., 2025).

Although studies on TikTok marketing continue to grow, most prior research has analyzed only one or two variables. Studies that simultaneously test TikTok content marketing, live commerce, and user-generated content (UGC) within a single empirical model, particularly in the context of local skincare brands in Indonesia, remain limited. Additionally, research specifically highlighting consumer behavior in Yogyakarta, a city with a young population and high social media adoption rates, has not been widely conducted.

In this competitive environment, local brands need to develop relevant and targeted marketing strategies. Grace and Glow, a local skincare brand that has been growing since 2021, is an example of a brand that utilizes TikTok to reach young consumers. However, this brand also faces competition from local and global players in influencing consumer digital preferences. Yogyakarta was chosen as the research location due to its characteristics as a student city with high social media adoption and an active young consumer base, making it a dynamic laboratory for analysing the effectiveness of TikTok-based digital marketing strategies. These conditions make the Grace and Glow brand and the Yogyakarta region a relevant and strategic research context.

Therefore, this research aimed to fill the gap by examining how TikTok content marketing and live commerce influence purchase intentions of consumers of Grace and Glow products, a rapidly growing local skincare brand. The brand faces the challenge of strengthening consumer trust and preference amid the dominance of major brands and intense digital competition. Yogyakarta was chosen as the research location due to its characteristics as a student city with high social media usage and a young consumer demographic that actively consumes digital beauty content. This makes the region a relevant representation of the digital-generation skincare market in Indonesia. This study contributes academically by integrating the three variables into a single empirical model and focusing on local brands and specific geographical areas to offer more detailed insights into the effectiveness of digital marketing in the skincare industry.

LITERATURE REVIEW

TikTok Content Marketing

TikTok content marketing refers to an approach that emphasises the creation and dissemination of innovative, relevant, and interactive content to attract audience attention and build emotional bonds (Kotler & Keller, 2016). Authentic and accessible content on this platform has proven effective in increasing brand awareness while influencing consumer perceptions of products. Brand awareness influences purchase intent; once customers recognise a brand and have a favourable view of it, they are more likely to show greater interest (Izza et al., 2024). According to (Chaffey & Chadwick, 2019), the main dimensions of content marketing include relevance, quality, consistency, and engagement.

Live commerce

Live commerce is the newest form of e-commerce that uses live streaming and real-time interaction, allowing consumers to purchase promoted products while actively participating in the broadcast. Through TikTok live streaming, marketers can highlight the multifunctionality of this marketing tool, which encourages direct engagement between marketers and consumers and builds a sense of urgency to act during the session (Ariffin et al., 2024). Real-time interaction between viewers and streamers in live commerce has been shown to significantly impact purchase intent. Social attributes in live commerce are more dominant than in traditional e-commerce, strengthening the emotional bond between viewers and streamers and thereby driving an increasing purchase intent more effectively (Sim et al., 2023). The dimensions of live commerce, according to Chen et al., (2024) include host-consumer interactivity, host credibility, clarity of product demonstration, and urgency of promotion.

User-generated content (UGC)

These things have been recognized as a main factor in modern marketing strategies that influence purchase intent. UGC is considered highly trustworthy because it is perceived as representing consumers' real experiences (Khan et al., 2021). Content authenticity is a significant factor in UGC's effectiveness in influencing consumer decisions. Authentic content that reflects real experiences can build emotional closeness between consumers and brands, thereby increasing purchase intentions (Nasrabadi et al., 2024). Understanding UGC can be examined through Participation Theory, which posits that individuals are more motivated to participate when they feel their contributions are significant (Fang et al., 2021).

Purchase intention

Purchase represents a key aspect of consumer behavior, illustrating an individual's willingness to make a buying decision after assessing multiple influencing elements. The formation of purchase intention is typically shaped by how consumers perceive a brand, its value proposition, and overall image. Studies show that brand trust significantly boosts purchase intention, making consumers more likely to buy (Leislee & Nawawi, 2024). Within the digital landscape, factors such as a brand's activity on social media and the perceived authenticity of its communication are key in shaping consumers' buying intentions (Sirojuddin et al., 2024). According to Dewi & Sukaatmadja (2022), purchase intention can be categorized into four dimensions: transactional, referential, preferential, and exploratory.

Research Framework

Referring to the research background and the results of previous literature synthesis, as well as the proposed hypothesis, the conceptual model in this study is:

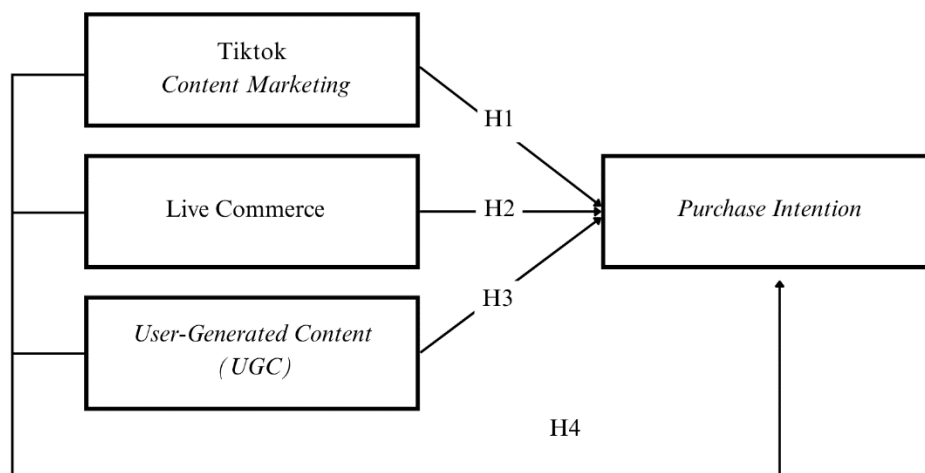


Figure 1. Diagram Conceptual Framework

This study presents the following hypotheses:

H₁: TikTok content marketing partially has a positive and significant influence on purchase intention.

H₂: Live commerce partially has a positive and significant influence on purchase intention.

H₃: User-generated content (UGC) partially has a positive and significant influence on purchase intention.

H₄: TikTok content marketing, Live commerce, and User-generated content (UGC) simultaneously have a positive and significant influence on purchase intention.

METHODOLOGY

This research adopts a quantitative approach with an explanatory-causal design aimed at examining how TikTok content marketing, live commerce, and user-generated content (UGC) affect the purchase intention of Grace and Glow consumers in Yogyakarta (Creswell & Creswell, 2018); (Pristiyono, et al 2025). The study population comprised TikTok users residing in Yogyakarta who were already familiar with Grace and Glow products. Sampling was carried out using a purposive method, targeting individuals aged 17 years and above who had previously

viewed promotional content from the brand on TikTok. Data were gathered through a Google Forms-based online questionnaire created to obtain primary data from users of Grace and Glow skincare products. A five-point Likert scale measured respondents' agreement with each statement. This approach was selected because not every consumer in Yogyakarta actively uses TikTok or purchases Grace and Glow products, making purposive sampling suitable for identifying qualified participants. The collected data were analyzed using inferential statistical methods, particularly multiple linear regression in IBM SPSS version 27, to examine the relationships among the study variables.

RESEARCH RESULTS

Respondent Characteristics

This research with Google Forms as a data-collection instrument distributed via social media during October 20-28, 2025. Of the 191 people who completed the questionnaire, four did not meet the research criteria, leaving only 187 data points for analysis. The results show that the majority of Grace and Glow product users are women (89.0%), with 8.9% being men. This indicates that women are very interested in self-care and beauty. Most respondents were aged 21-25 years (79.1%), followed by the 17-20 age group (13.1%), indicating an active younger generation accustomed to technological trends and online shopping. In terms of occupation, only a small percentage of respondents were employees or entrepreneurs; the majority were students (89.0%). Based on domicile, the majority of respondents were from Sleman (41.4%) and Yogyakarta City (39.8%), indicating that they live in urban areas with good internet access. Overall, the respondents' demographics include young women who are college students and live in cities. They are an active group of digital consumers who respond to marketing strategies based on interactive visual content, such as TikTok ad campaigns, live commerce, and user-generated content.

Instrument Test

The instruments in this study were tested for validity to ensure that every questionnaire item effectively measures what it is meant to measure. At the same time, reliability was analyzed using Cronbach's Alpha as an indicator of internal consistency. All testing was conducted using IBM SPSS version 27.

Table 1. Results of Validity and Reliability Test

No.	Statement	r _{count}	Cronbach's alpha	Conclusion
Tiktok Content marketing (X₁)				
1	X1.1	0,757	0,715	Valid & Reliable
	X1.2	0,686		
	X1.3	0,767		
	X1.4	0,734		
Live commerce (X₂)				
2	X2.1	0,718	0,715	Valid & Reliable
	X2.2	0,750		
	X2.3	0,752		
	X2.4	0,724		

No.	Statement	r count	Cronbach's alpha	Conclusion
User-generated content (UGC) (X₃)				
3	X3.1	0,722	0,752	Valid & Reliable
	X3.2	0,782		
	X3.3	0,769		
	X3.4	0,764		
Purchase intention (Y)				
4	Y1.1	0,777	0,794	Valid & Reliable
	Y1.2	0,835		
	Y1.3	0,764		
	Y1.4	0,772		

Source: SPSS 27 Output Results (2025)

According to Table 1, displays the outcomes of the validity and reliability assessments for each indicator within the variables studied. An indicator is considered valid when its correlation coefficient (r-count) exceeds the critical r value or when its significance value is less than 0.05. The critical r value is determined to be 0.1435 using a 5% significance level with degrees of freedom $df = n-2$ ($n = 185$). The findings from the validity test demonstrate that every item under the Purchase Intention variable fulfills the validity requirements, as all r-count values are higher than 0.1435 or their significance levels are below 0.05. This indicates that all items effectively measure the intended construct and are appropriate for continued analysis. In addition, reliability was evaluated through Cronbach's alpha, with values above 0.70 indicating reliability. The results reveal that all variables had Cronbach's alpha values over 0.70, confirming a dependable and consistent measurement instrument. Consequently, the instruments applied in this research are considered both valid and reliable for evaluating the studied variables.

Multiple Linear Regression Analysis

The multiple linear regression analysis in this research examined the direct effects of TikTok content marketing, live commerce, and user-generated content (UGC) on consumers' purchase intentions. The regression model's outcomes are presented as follows:

Table 2. Results of Multiple Linear Regression Test Results

Variabel	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	0.884	1.263		0.700	0.485
Tiktok Content marketing	0.349	0.095	0.292	3.667	0.000
Live commerce	0.320	0.090	0.277	3.572	0.000
User-generated content (UGC)	0.230	0.081	0.195	2.833	0.005

a. Dependent Variable: Y

Source: SPSS 27 Output Results (2025)

$$Y = a + b_1X_1 + b_2X_2 + B_3X_3$$

$$Y = 0,884 + 0,349X_1 + 0,320X_2 + 0,230X_3$$

The interpretation of the multiple linear regression results is presented as follows:

1. The constant coefficient of 0.884, being positive, indicates that even without the influence of TikTok Content Marketing, Live Commerce, and User Generated Content, Purchase Intention still has a value of 0.884 units.
2. The regression coefficient for TikTok Content Marketing is 0.349, showing that a 34.9% increase in Purchase Intention is caused by a one-unit rise in this variable when the others are held constant. The effect was found to be positive and statistically significant, as indicated by a significance value of 0.000 (< 0.05). It is therefore concluded that consumer enthusiasm and purchase intention are increased when TikTok content is presented consistently and appealingly.
3. The coefficient for Live Commerce is 0.320, indicating that Purchase Intention is increased by 32.0% for each one-unit improvement in Live Commerce activities. With a significance value of 0.000 (< 0.05), the effect was confirmed to be positive and statistically significant. Hence, it is shown that interactive and engaging live-selling sessions influence consumer motivation to buy.
4. The coefficient for User-Generated Content (UGC) stands at 0.230, meaning that a 23.0% increase in Purchase Intention is produced by a one-unit rise in UGC. The relationship was found to be significant (p = 0.005 < 0.05). Therefore, it can be concluded that consumer purchasing interest is enhanced by authentic and positive user-generated content.

Hypothesis Testing

In this research, hypothesis testing was conducted to assess the impact of the three independent variables on the dependent variable through several statistical methods, including the Coefficient of Determination (R²), the F-test for simultaneous effects, and the t-test for individual (partial) effects.

T-Test Results

The t-test was applied to assess the partial influence of each independent variable, using the decision rule that a variable is significant if the t-count exceeds the t-table value or falls below the negative t-table value, with the significance level (sig) as a reference. The outcomes of the regression coefficient analysis are presented in the following table.

Table 3. Results of the T-Test

Variabel	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	0.884	1.263		0.700	0.485
Tiktok Content marketing	0.349	0.095	0.292	3.667	0.000
Live commerce	0.320	0.090	0.277	3.572	0.000
User-generated content (UGC)	0.230	0.081	0.195	2.833	0.005

a. Dependent Variable: Y

Source: SPSS 27 Output Results (2025)

According to Table 6, the t-table value was obtained using the formula $df = n - k$, with a 5% (0.05) significance level, where $n = 187$ respondents and $k = 4$ variables. Based on this calculation, the t-table value is 1.97287. The TikTok Content Marketing variable demonstrates a positive and significant correlation with Purchase Intention, with a t-count of 3.667 that exceeds 1.97287, and a significance value of 0.000, which is below the 0.05 threshold. Similarly, the Live Commerce variable also has a positive and significant effect on Purchase Intention, indicated by a t-count of 3.572 (> 1.97287) and a significance level of 0.000 (< 0.05). Furthermore, the User-Generated Content (UGC) variable also shows a significant positive influence on Purchase Intention, with a t-count of 2.833 (> 1.97287) and a significance value of 0.005 (< 0.05).

F-Test Results

In the simultaneous (F-test) analysis, the decision rule requires that the calculated F-value be at least equal to the F-table value, with a significance level (sig.) of 0.05 or lower. This test evaluates whether the combined effect of all independent variables significantly impacts the dependent variable. The findings are presented as follows:

Table 4. Results of the F-Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	653.613	3	217.871	45.698	0.000 ^b
	Residual	872.483	183	4.768		
	Total	1526.096	186			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X2, X1

Source: SPSS 27 Output (2025)

According to Table 7, H_0 is rejected if the calculated F-value exceeds the F-table value or if the significance level is below 0.05. Based on the data, the obtained F-count of 45.698 surpasses the F-table value of 2.6539, and the significance level of 0.000 is lower than 0.05. Therefore, H_0 is rejected and H_a is accepted, indicating that TikTok Content Marketing, Live Commerce, and User-Generated Content (UGC) together exert a positive and significant impact on consumers' purchase intention toward Grace and Glow products in Yogyakarta.

Coefficient of Determination (R²)

The coefficient of determination (R²) test measures how well the independent variables explain the variations in the dependent variable. The decision criteria state that the calculated F-value should be at least equal to the F-table value, considering a significance level (sig.) not exceeding 0.05.

Table 5. Results of Coefficient of Determination (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.654 ^a	0.428	0.419	2.1835

a. Predictors: (Constant), X3, X2, X1

Source: SPSS 27 Output Results (2025)

According to Table 8, an R^2 value of 0.428 indicates that TikTok content marketing, live commerce, and user-generated content (UGC) collectively account for 42.8% of the change in purchase intention. Suggests that the regression model possesses a relatively strong level of explanatory capability. The remaining 57.2% of variation in purchase intention is attributed to other variables not examined in this research.

Discussions

Influence of TikTok content marketing on Purchase intention

Analysis shown TikTok content marketing significantly and positively influences consumer purchase intentions. This is evidenced by a t-value of 3.667, surpassing the t-table threshold of 1.97287, and a significance level of 0.000, which is well below the standard cutoff of 0.05. Therefore, enhancing content marketing strategies through TikTok can potentially increase consumer purchase intention for Grace & Glow products. TikTok has become an essential platform for content marketing, shaping consumer purchase intentions. Content quality is assessed across five main dimensions: creativity, relevance, consistency, interactivity, and message credibility that foster positive perceptions, trust, and emotional connections to the brand (Chaffey & Chadwick, 2019). Short, informative, and authentic videos evoke emotional engagement that influences brand attitude. Consequently, engaging and educational TikTok content can enhance brand awareness and perceived value, strengthening emotional bonds and motivating local skincare consumers to shop in the digital age (Panlevi, 2025).

Influence of Live Commerce on Purchase Intention

The analysis shows that live commerce has a positive and significant impact on consumer purchase intention. With a t-value of 3.572, surpassing the t-table value of 1.97287, and a significance level of 0.000, it demonstrates that live streaming on TikTok significantly boosts consumer purchase intention. Live commerce has become an influential trend in e-commerce and significantly impacts purchase intention. According to Hu & Zhu (2022) state that real-time interaction strengthens trust and encourages purchasing decisions. The quality of live commerce is determined by four main dimensions: host-consumer interactivity, host credibility, clarity of product demonstration, and urgency of promotion, which build trust and positive perceptions of the brand (Chen et al., 2024). Real-time interaction lets consumers learn about product benefits directly and builds trust in the authenticity of marketing messages. Hence, two-way communication in live streaming enhances brand trust and emotional engagement, making live commerce an effective strategy for driving purchasing decisions in the digital age (Rajagukguk, 2024).

Influence of User-generated content (UGC) on Purchase intention

Analysis shows (UGC) positively impacts consumer purchase intention. The t-test results indicate a t-value of 2.833, above the critical value of 1.97287, with a significance of 0.005. This demonstrates that UGC significantly boosts purchase interest. UGC influences consumer purchase decisions by enhancing authenticity, credibility, relevance, and persuasiveness, serving as social proof and strengthening brand trust. Reviews, testimonials, and product videos offer genuine experiences that reinforce brand credibility, increasing consumers' confidence in their buying choices. Consequently, authentic and informative UGC effectively fosters trust, engagement, and purchase intention in digital marketing (Alghaniy & Mukaram Mukaram, 2025; Pramesti & Alversia, 2024).

Influence of Tiktok Content marketing, Live commerce, and User-generated content (UGC) on Purchase Intention

The F-test results indicate that TikTok content marketing, live commerce, and user-generated content (UGC) simultaneously positively and significantly influence consumer purchase intention. With an F-value of 45.698, surpassing the F-table value of 2.6539, and a significance level of 0.000, it is clear that these variables collectively play a significant role in increasing purchase intention. An Adjusted R-Square of 0.428 indicates that these factors explain 42.8% of the variation in purchase intention, while other factors outside the model influence the remaining 57.2%. A study exploring UGC's role in purchasing decisions found that sentiment analysis shows UGC can impact product recommendations. Furthermore, content marketing, live streaming, and customer reviews significantly influence purchase intent. Although numerous studies confirm TikTok's effectiveness in shaping purchase decisions, the specific underlying factors require further investigation (Gao et al., 2024; Wanda Aulya Dewi & Nur Laili Fikriah, 2024).

CONCLUSION

Based on the results of the study, this research involved 187 respondents in Yogyakarta with the dominant characteristics of being female (78.6%), aged 21-25 years (52.4%), students (64.2%), and active TikTok users who had watched Grace & Glow promotions. This study found that there is a significant influence on consumers' purchase intent for Grace & Glow skincare products in Yogyakarta, arising from the promotional approach implemented through the TikTok social media platform. Specifically, in the form of marketing content, live commerce, and user-generated content (UGC), with an Adjusted R² of 0.428 and a significance value of $p < 0.05$, these three components not only increase brand awareness but also shape positive perceptions that are very important for consumers and trust through authentic interactions. This study found that UGC plays a crucial role, as users perceive it as more authentic and credible, thereby strengthening consumer trust. Statistical test results show a low significance value ($p < 0.005$), confirming that interaction and engagement through live commerce encourage quick and effective purchasing decisions. However, this study is restricted to a specific sample in Yogyakarta, is subject to potential subjectivity bias in the online survey, and focuses on one brand and platform, which may not capture external factors such as influencer impact or long-term effects. As a suggestion, stakeholders in the skincare industry are advised to increase interaction on TikTok through educational content, UGC challenges, and authentic Live Commerce to enhance branding and purchase intent, while accounting for consumers' evolving behavior, which seeks transparency. For future research, expanding the national sample, integrating mixed

methods, and further exploring additional variables such as the role of influencers or longitudinal analysis will increase validity; however, present limitations such as limited generalizability and static analysis that do not test moderation interactions between variables suggest the use of advanced causal models such as SEM to address regional bias and data subjectivity.

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