

Examining the Impact of Online Customer Reviews and Live Streaming on Skincare Purchase Decisions Through Purchase Intention

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ABSTRACT

Purpose: This study investigates the influence of online customer reviews and live streaming on purchasing decisions related to skincare products, with purchase intention serving as a mediating variable. It explores how online reviews and the interactive features of live streaming shape consumer engagement and decision-making processes among Generation Z and Millennial users on social media platforms, particularly TikTok.

Method: A quantitative research design was employed using purposive sampling, involving 180 Gen Z and Millennial TikTok users who are active consumers of skincare products. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the SmartPLS 4 software.

Results: The findings indicate that online customer reviews exert a significant positive influence on both purchase intention and purchasing decisions. Live streaming significantly affects purchase intention; however, it does not have a direct effect on purchasing decisions. Furthermore, purchase intention is found to mediate the relationship between both online customer reviews and live streaming with purchasing decisions.

Practical Implications for Economic Growth and Development: The study provides valuable insights for skincare brands aiming to optimize their marketing strategies on TikTok. By leveraging credible user-generated reviews and engaging live streaming content, businesses can enhance consumers' purchase intention, thereby potentially increasing sales. These findings contribute to the development of effective social commerce strategies and support the broader growth of the digital economy within local markets.

Originality/Value: The novelty of this study lies in its specific focus on TikTok as a social commerce platform and the skincare industry as its market context.

Keywords: *Online Customer Review, Live Streaming, Purchasing Decision, Purchase Intention, Skincare Industry, TikTok*

How to cite: Ghautsiyyah, S. Q., & Rahayu, Y. S. (2025). Examining the Impact of Online Customer Reviews and Live Streaming on Skincare Purchase Decisions Through Purchase Intention. *Journal of Enterprise and Development (JED)*, 7(2), 325–340. <https://doi.org/10.20414/jed.v7i2.13377>

INTRODUCTION

The rapid advancement of digital technology has significantly altered consumer behavior, transitioning consumption patterns from conventional offline practices to online-based activities. One prominent manifestation of this shift is the rise of e-commerce, which facilitates buying and selling through internet-based platforms. In this context, social media plays an increasingly influential role in shaping consumer interaction and transactional behavior, enabling direct communication between sellers and buyers (Sofia & Ridhaningsih, 2025). A notable example is TikTok, which has embraced this trend through its integrated shopping feature, TikTok Shop (Pranata & Vania, 2022).



With the growing utilization of social media in marketing, TikTok has emerged as a dominant platform, particularly within the beauty industry (Ajmal et al., 2024). Originally designed as an entertainment application, TikTok has evolved into a powerful digital marketing tool, especially among users aged 18 to 34 years (Wang, 2024). The TikTok Shop feature enables skincare businesses to broaden their market reach and foster interactive engagement with consumers, aligning with the increasing societal interest in skincare and personal appearance.

In Indonesia, the skincare industry has demonstrated robust growth, supported by heightened public awareness regarding skincare and aesthetic self-care (Olam, 2025). According to data from the Kompas Market Insight Dashboard, bundled beauty product packages dominated e-commerce beauty sales in the first quarter of 2024, generating sales exceeding IDR 900 billion. This trend reflects consumers' preferences for practical and cost-effective skincare solutions. Despite an initial decline in sales during the early part of the quarter, a rebound in February suggests continued strong market demand.

Amidst this positive industry trajectory, Skintific emerged as a market leader, achieving a 60.3% increase in sales, attributed to effective marketing strategies and high consumer trust in product quality (Andini, 2024). The brand's success is largely driven by active user engagement, favorable customer reviews, and immersive shopping experiences (Premesti et al., 2023). Notably, Skintific utilizes digital promotional methods such as live streaming and collaborations with beauty influencers, both of which significantly impact consumer purchasing behavior.

Purchasing decisions represent the process through which consumers determine whether to buy a product or service, influenced by personal preferences, needs, available resources, and contextual factors such as social, cultural, and economic considerations (Oka & Mukadis, 2024). Two key factors that notably influence this decision-making process are online customer reviews (OCR) and live streaming (Rhadiana et al., 2025). OCRs, generated by previous consumers, serve as a vital source of information for assessing product quality and value (Akbar et al., 2023). These reviews often function as credible and relevant references, significantly affecting consumer confidence and, consequently, purchase decisions. In fact, OCRs have been found to potentially double the rate of sales conversion (Georgiev, 2024). Similarly, live streaming enhances consumer engagement by allowing real-time interaction between sellers and buyers, thus fostering a more interactive and trust-based shopping experience (Dewi & Maradona, 2024; Misbakhudin & Komaryatin, 2024).

Despite these observations, prior studies have reported inconsistent findings regarding the influence of OCRs and live streaming on purchasing decisions. While several studies affirm a significant positive impact of OCRs on consumer decisions (Arief et al., 2023; Salsabila et al., 2024; Suhaemi, 2024), others have found the effect to be statistically insignificant (Adillati, 2023; Choirunnida & Prabowo, 2024). Similarly, while research by Imanudin (2023) and Kurniawan & Sari (2024) supports the positive influence of live streaming, contrasting evidence from Saputra & Fadhilah (2022) suggests that live streaming may not substantially impact purchasing behavior.

Additionally, both OCRs and live streaming have been linked to purchase intention—an important mediating variable in the purchasing process. Previous research has shown that consumer purchase intention is significantly influenced by online reviews (Purwantoro et al., 2023; Salsabilla & Handayani, 2023) and live streaming activities (Siswanto & Aryanto, 2024; Widiyaningsih & Nugroho, 2024). Purchase intention itself is recognized as a critical determinant of actual purchasing decisions (Maulana & Ali, 2024; Putri et al., 2023).

However, the majority of existing studies exploring the effects of OCRs and live streaming have not focused specifically on the TikTok platform, nor have they examined these phenomena within the context of skincare marketing. Moreover, limited research has explored the mediating role of purchase intention in the relationship between OCRs, live streaming, and purchase decisions. In response to these gaps, this study targets TikTok users—particularly those belonging to Generation Z and the millennial demographic—to investigate how TikTok-facilitated interactions shape consumer behavior in the skincare market.

The objective of this study is to examine the influence of online customer reviews and the live streaming feature on TikTok on consumer purchase decisions for skincare products, with purchase intention serving as a mediating variable. This research seeks to understand how credible user-generated reviews and engaging live streaming content on TikTok enhance consumer engagement and shape purchasing intentions among Gen Z and millennial users. The results of this study are expected to offer practical insights for skincare brands aiming to optimize digital marketing strategies via TikTok, thereby improving consumer purchase intention and driving actual purchase decisions. Furthermore, the findings are anticipated to contribute to the development of effective social commerce strategies and support the growth of the digital economy in Indonesia.

Hypotheses Development

According to the Theory of Planned Behavior (TPB), purchasing decisions are shaped by three key factors: attitudes toward the behavior, subjective norms, and perceived behavioral control (Ajzen, 1991). In the context of digital commerce, online customer reviews (OCRs) have been shown to significantly influence these factors by providing consumers with firsthand accounts of product usage. Reviews serve as a form of electronic word-of-mouth, shaping consumer attitudes and expectations (Park et al., 2021). Empirical studies have confirmed that positive OCRs are more likely to encourage purchases than negative ones (Guo et al., 2020), as favorable reviews enhance perceived product quality and trustworthiness (Qiu & Zhang, 2024). Moreover, online reviews offer essential information that supports the consumer's decision-making process by reducing uncertainty and cognitive dissonance (Angraini et al., 2023). In addition to OCRs, live streaming has emerged as a powerful digital marketing tool that enables real-time interaction between sellers and consumers. This format fosters emotional connections and enhances the consumer experience, contributing positively to purchase intentions and actual buying behavior (Xu et al., 2022; Yang et al., 2024). Live streaming allows sellers to demonstrate products, answer questions, and offer exclusive deals—features that increase consumer engagement and reduce hesitation (Abu Hassim & Farid Shamsudin, 2023; Zhang et al., 2025). Limited-time promotions and live interaction can create a sense of urgency, thereby stimulating impulse purchases (Wang et al., 2025).

The influence of OCRs extends beyond direct effects on purchase decisions; they also play a crucial role in shaping purchase intention. Purchase intention refers to a consumer's conscious plan or willingness to buy a product based on available information (Le et al., 2025). Positive and credible reviews significantly increase consumer confidence and reduce perceived risks, which in turn elevate purchase intentions (Sharifi, 2019; Cheung & Thadani, 2012). A greater volume of reviews also acts as social proof, reinforcing perceived popularity and encouraging consumers to follow suit (Duan et al., 2008). Similarly, live streaming has a substantial effect on purchase intention by providing an engaging and immersive environment. Real-time communication and personalized content foster higher levels of trust and consumer involvement (Lu & Chen, 2021). Interactive elements such as live product demonstrations and Q&A sessions help build confidence in product quality, thus positively influencing purchase intentions (Wu et al., 2024; Fei & Wararatchai, 2025).

According to TPB, purchase intention is the most proximal predictor of actual purchasing behavior (Ajzen, 1991). Consumers who have high purchase intentions are more likely to proceed with a transaction after evaluating product-related information and aligning it with personal needs and preferences (Abdul et al., 2022). The hierarchy of effects model further supports this progression, positing that consumer behavior follows a sequence of awareness, interest, intention, and purchase (Kotler & Keller, 2016). Furthermore, both OCRs and live streaming may exert an indirect effect on purchase decisions through purchase intention. In line with TPB, subjective norms and perceived behavioral control—factors often influenced by social proof and interactive experiences—contribute to the formation of behavioral intentions (Ajzen, 2020). Thus, online reviews can shape purchase intention by reinforcing subjective norms, while live streaming enhances perceived control and engagement, both of

which ultimately influence the actual purchase decision (Fishbein & Ajzen, 2010; Kotler & Keller, 2016).

Based on the theoretical framework and empirical evidence discussed above, the following hypotheses are proposed:

H1: Online customer reviews have a positive and significant effect on purchasing decisions.

H2: Live streaming has a positive and significant effect on purchasing decisions.

H3: Online customer reviews have a positive and significant effect on purchase intention.

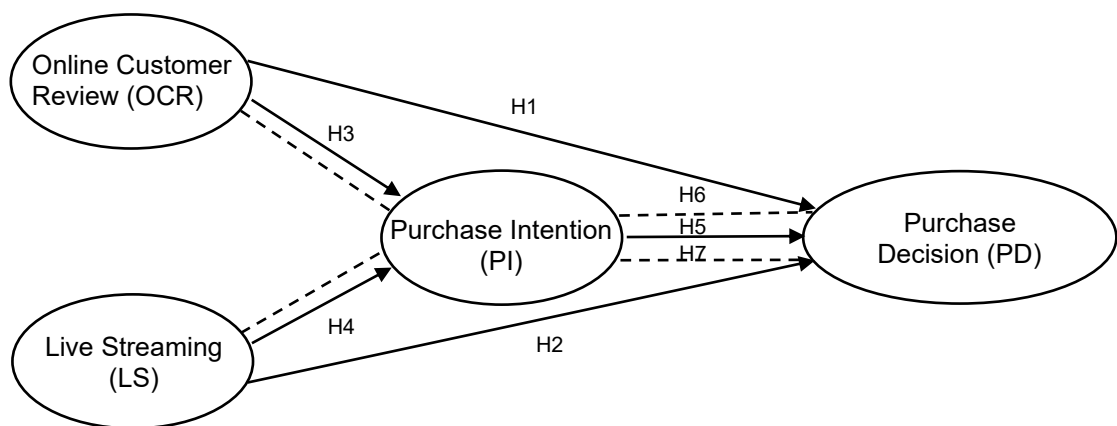
H4: Live streaming has a positive and significant effect on purchase intention.

H5: Purchase intention has a positive and significant effect on purchasing decisions.

H6: Online customer reviews have a positive and significant effect on purchasing decisions through purchase intention.

H7: Live streaming has a positive and significant effect on purchasing decisions through purchase intention.

Figure 1. Conceptual Framework



Source: Developed by the authors (2025)

METHOD

This study adopts a quantitative approach utilizing an explanatory research design to test predetermined hypotheses and examine the causal relationships among the identified variables. Data were collected through the administration of an online questionnaire employing a 5-point Likert scale, where responses ranged from 1 ("Strongly Disagree") to 5 ("Strongly Agree"). The target population for this study comprises consumers of Skintific products belonging to Generation Z and Millennials residing in Malang City who actively use the TikTok application. Due to the unknown exact population size, a non-probability sampling technique—specifically purposive sampling—was employed. The inclusion criteria for respondents were: (a) aged between 15 and 43 years, (b) active TikTok users, (c) exposure to reviews and live streaming of Skintific products on TikTok, and (d) having made a purchase of Skintific products through the platform. The sample size was determined according to Malhotra's (2009) guideline, which recommends a minimum of four to five times the number of measurement indicators, resulting in a target sample of 180 respondents. Data analysis was conducted using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) via SmartPLS 4 software. The analytical procedure involved assessing the measurement model for validity and reliability (outer model), evaluating the structural

relationships between latent variables (inner model), and performing mediation analysis to examine the mediating role of purchase intention.

Table 1. Variables Measurement

Variables	Indicators	Statements
Online Customer Review (OCR) (Dzulqarnain, 2019)	Perceived Usefulness	I feel that online customer reviews make it easier for me to shop for Skintific products. Online customer reviews help me find information about Skintific products. I use online customer reviews to compare Skintific products with other brands.
	Source Credibility	I believe that the online customer review feature on TikTok provides accurate information. I have high trust in the reviews given by other consumers on TikTok. I am confident that the information in TikTok reviews comes from users who have experience with the product.
	Argument Quality	I feel that the product reviews on TikTok provide clear information. Online reviews on TikTok help me decide which Skintific product to buy. I believe that reviews on TikTok present logical arguments based on real user experiences.
	Valence	In my opinion, product reviews on TikTok provide truthful information. Positive reviews of Skintific products on TikTok increase my purchase interest. Reviews from other consumers on TikTok increase my interest in buying Skintific products.
	Volume of Review	I believe that the more positive reviews there are, the better the product's reputation among consumers. I feel that the number of reviews reflects the product's popularity. I am convinced that the number of reviews received can influence my decision to choose Skintific products.
Live Streaming (LS) (Netrawati et al., 2022)	Perceived Product Quality	The quality of products shown during live streaming affects my decision to purchase. I feel that Skintific products displayed in live streaming have good quality. The way Skintific products are presented during live streaming makes me more confident to buy them.
	Host Credibility	I trust the information provided by the host during the Skintific live streaming. A trustworthy host makes me confident to purchase Skintific products. The credibility of the live streaming host influences my purchase decision.
	Discount	I am more likely to buy Skintific products when there is a discount during TikTok live streaming. Discounts offered during live streaming attract my attention to purchase.

Variables	Indicators	Statements
		Special discounts during live streaming encourage me to make a purchase immediately.
Purchase Decision (PD) (Kotler and Keller (2016), as cited in Azhari & Fachry, 2024)	Product Confidence	I am confident in choosing Skintific products after comparing their quality. The quality of Skintific products makes me more confident to buy. Complete information about Skintific products strengthens my decision to buy.
	Purchase Habit	I always choose Skintific products whenever I shop for skincare. After experiencing the benefits of Skintific products, I am reluctant to try other brands. I always try new products.
	Purchase Speed	I quickly decide to buy Skintific products without much consideration. I buy Skintific products based on recommendations from friends or others. I prefer to choose Skintific products because I am already familiar with them.
Purchase Intention (PI) (Ferdinand (2006), as cited in Suardana et al., 2024)	Transactional Intention	I feel motivated to immediately purchase Skintific products after seeing interesting information. Complete information about Skintific products increases my desire to buy. I have a strong intention to buy Skintific products after seeing positive reviews from other users.
	Referential Intention	I tend to recommend Skintific products after experiencing satisfaction using them. I enjoy recommending Skintific products that I like to others. I recommend Skintific products to others if I feel the quality is good.
	Explorative Intention	I actively seek information about Skintific products before deciding to purchase. I use various sources to learn more about products I am interested in. I want to understand all benefits of Skintific products before making a purchase decision.
	Preferential Intention	I prefer Skintific products compared to other skincare brands. I feel Skintific products better meet my skincare needs than other products. I will continue to choose Skintific products if their quality remains better than other products in the market.

Source: Compiled by the authors (2025)

RESULT AND DISCUSSION

Respondents Characteristics

The table below presents the demographic characteristics of the study participants, encompassing gender, age, income, occupation, and domicile across five districts in Malang City. This information offers a comprehensive overview of the respondent profile utilized as the sample in this research.

Table 2. Respondents Characteristics

Categories	Subcategories	Total	%
Gender	Male	41	22.8
	Female	139	77.2
Age	16-20	24	13.3
	21-25	76	42.2
	26-30	36	20
	31-35	32	17.8
	36-43	12	6.7
Income	< IDR500,000	29	16.1
	IDR500,000 - IDR1,000,000	30	27.8
	IDR1,000,000 - IDR2,000,000	30	16.7
	IDR3,000,000 - IDR4,000,000	41	22.8
	> IDR4,000,000	50	16.7
Jobs	Unemployed	13	7.2
	Students	72	40
	Employee	40	22.2
	Entrepreneur	18	10
	Housewife	17	9.4
	Others	20	11.2
Domicile	Blimbing	36	20
	Kedungkandang	36	20
	Klojen	36	20
	Lowokwaru	36	20
	Sukun	36	20

Source: Processed data (2025)

As presented in Table 1, of the 180 respondents who participated in this study, the majority were female (77.2%). Regarding age distribution, most respondents fell within the 21–25 age group (42.2%). In terms of occupation, university students constituted the largest proportion (40%), followed by private-sector employees. With respect to income, the predominant category was above Rp4,000,000 (27.8%). The respondents were evenly distributed across five sub-districts within Malang City. These findings suggest that the sample primarily consists of young, digitally engaged individuals, rendering them a pertinent demographic for examining purchasing decisions related to skincare products via TikTok social media.

Measurement Model (Outer Model)

The measurement model was evaluated through validity and reliability tests to ensure that the instruments consistently and accurately measure the intended constructs. A critical component of this evaluation is convergent validity, which is primarily assessed using the factor loading values. A factor loading exceeding 0.70 indicates that the indicator adequately supports the convergent validity of the corresponding latent variable. The detailed results of the outer loading assessment are presented in the table below.

Table 3. Outer Loading

Construct	Code	Value
Online Customer Review (OCR)	OCR.1	0.732
	OCR.2	0.741
	OCR.3	0.764
	OCR.4	0.743
	OCR.5	0.720

Construct	Code	Value
	OCR.6	0.758
	OCR.7	0.732
	OCR.8	0.771
	OCR.9	0.756
	OCR.10	0.754
	OCR.11	0.753
	OCR.12	0.783
Live Streaming (LS)	LS.1	0.769
	LS.2	0.811
	LS.3	0.773
	LS.4	0.808
	LS.5	0.799
	LS.6	0.781
	LS.7	0.767
Purchase Decision (PD)	PD.1	0.828
	PD.2	0.822
	PD.3	0.757
	PD.4	0.781
	PD.5	0.712
	PD.6	0.759
	PD.7	0.785
	PD.8	0.739
Purchase Intention (PI)	PI.1	0.738
	PI.2	0.787
	PI.3	0.754
	PI.4	0.744
	PI.5	0.722
	PI.6	0.748
	PI.7	0.758
	PI.8	0.745
	PI.9	0.744
	PI.10	0.719
	PI.11	0.765

Source: Processed data (2025)

Based on the data presented, all indicators for each variable satisfy the criteria for convergent validity, indicating that every item used to measure the variables is valid and accurately reflects the intended constructs. This demonstrates a strong correlation between each indicator and its respective construct, thereby supporting the reliability of the measurement instrument employed in this study. Additionally, discriminant validity is confirmed by the finding that each indicator correlates more strongly with its own construct than with others. The cross-loading values displayed in Table 4 further substantiate this validity, illustrating clear distinctions among the measured constructs.

Table 4. Cross Loading

Code	Online Customer Review	Live Streaming	Purchase Decision	Purchase Intention
OCR.1	0.732	0.635	0.631	0.683
OCR.2	0.741	0.632	0.632	0.688
OCR.3	0.764	0.597	0.690	0.667
OCR.4	0.743	0.613	0.650	0.662
OCR.5	0.720	0.692	0.620	0.648

Code	Online Customer Review	Live Streaming	Purchase Decision	Purchase Intention
OCR.6	0.758	0.677	0.631	0.685
OCR.7	0.732	0.619	0.651	0.674
OCR.8	0.771	0.676	0.664	0.725
OCR.9	0.756	0.605	0.598	0.687
OCR.10	0.754	0.601	0.639	0.654
OCR.11	0.753	0.621	0.639	0.665
OCR.12	0.783	0.663	0.679	0.698
LS.1	0.649	0.769	0.608	0.667
LS.2	0.697	0.811	0.732	0.713
LS.3	0.645	0.773	0.584	0.681
LS.4	0.647	0.808	0.595	0.682
LS.5	0.691	0.799	0.564	0.711
LS.6	0.657	0.781	0.608	0.692
LS.7	0.679	0.767	0.601	0.658
PD.1	0.646	0.543	0.828	0.633
PD.2	0.708	0.611	0.822	0.691
PD.3	0.654	0.651	0.757	0.665
PD.4	0.656	0.608	0.781	0.714
PD.5	0.658	0.589	0.712	0.693
PD.6	0.657	0.596	0.759	0.661
PD.7	0.658	0.590	0.785	0.639
PD.8	0.664	0.640	0.739	0.687
PI.1	0.650	0.646	0.639	0.738
PI.2	0.704	0.656	0.648	0.787
PI.3	0.683	0.606	0.662	0.754
PI.4	0.638	0.711	0.633	0.744
PI.5	0.690	0.659	0.608	0.722
PI.6	0.651	0.714	0.614	0.748
PI.7	0.683	0.636	0.720	0.758
PI.8	0.645	0.642	0.688	0.745
PI.9	0.687	0.609	0.692	0.744
PI.10	0.702	0.614	0.574	0.719
PI.11	0.697	0.684	0.685	0.765

Source: Processed data (2025)

The results of the discriminant validity test indicate that all indicators exhibit the highest cross-loading values on their respective constructs compared to other constructs, thereby confirming their validity in distinguishing each measured variable. Furthermore, the reliability test demonstrated that all variables in this study have Cronbach's Alpha and Composite Reliability values exceeding the threshold of 0.70. These findings suggest that the instruments employed are both consistent and suitable for measuring the intended constructs. The detailed results are presented in the table below.

Table 5. Reliability Test

Construct	Cronbach's Alpha	Composite Reliability	Conclusion
Online Customer Review (OCR)	0.930	0.939	Reliable
Live Streaming (LS)	0.898	0.919	Reliable
Purchase Decision (PD)	0.904	0.923	Reliable
Purchase Intention (PI)	0.921	0.933	Reliable

Source: Processed data (2025)

Based on the data in Table 5, all variables exhibit Cronbach's Alpha and Composite Reliability values exceeding the 0.70 threshold. This confirms the reliability of each construct, indicating that the measurement instruments employed in this study are internally consistent and appropriate for assessing the intended variables.

Structural Model (Inner Model)

The table below displays the R-square and adjusted R-square values, which reflect the model's capacity to explain the variance in the endogenous variables. These results indicate that the model possesses substantial explanatory power.

Table 6. R-square Value

Variables	R-square	R-square Adjusted
Purchase Decision (PD)	0.787	0.783
Purchase Intention (PI)	0.857	0.855

Source: Processed data (2025)

The Purchase Decision variable has an R-square value of 78.7%, while Purchase Intention exhibits an R-square value of 85.7%. Both values fall within the strong range, indicating that the study model is capable of explaining a substantial proportion of the variance in these two variables.

Hypotheses Testing

Direct Effect Test

To examine the relationships between latent variables and evaluate the magnitude of their effects, hypothesis testing was conducted using the bootstrapping method within the Partial Least Squares Structural Equation Modeling (PLS-SEM) framework. This approach generates path coefficients and p-values, which are utilized to determine the significance of the relationships between variables. Hypothesis acceptance or rejection is based on these p-values. A summary of the direct effect analysis results is presented in Table 7.

Table 7. Direct Effect

Direction	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic	P Values	Conclusion
OCR → PD (H1)	0.385	0.380	0.111	3.484	0.000	Accepted
LS → PD (H2)	-0.007	-0.001	0.082	0.090	0.929	Rejected
OCR → PI (H3)	0.581	0.586	0.065	8.925	0.000	Accepted
LS → PI (H4)	0.380	0.376	0.069	5.523	0.000	Accepted
PI → PD (H5)	0.530	0.533	0.108	4.899	0.000	Accepted

Source: Processed data (2025)

Based on the results presented in Table 7, Hypothesis 1 which examines the effect of Online Customer Review on Purchase Decision is supported with a p-value of 0.000 (< 0.05). Hypothesis 2 testing the impact of Live Streaming on Purchase Decision is rejected due to a p-value of 0.929 (> 0.05). Hypothesis 3 concerning the influence of Online Customer Review on Purchase Intention is also supported with a p-value of 0.000 (< 0.05). Similarly, Hypothesis 4 assessing the effect of Live Streaming on Purchase Intention is accepted with a p-value of

0.000 (< 0.05). Finally, Hypothesis 5 investigating the relationship between Purchase Intention and Purchase Decision is confirmed with a p-value of 0.000 (< 0.05). Thus, four of the five hypothesized paths are statistically significant, while one is not.

Indirect Effect Test

The subsequent analysis focuses on examining the mediating effects within the structural model by categorizing the relationships as full mediation, partial mediation, or no mediation. This classification is based on the significance of both direct and indirect paths, where a t-statistic greater than 1.96 indicates statistical significance. The results of the mediation analysis are summarized in Table 8.

Table 8. Indirect Effect

Direction	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic	P Values	Conclusion
OCR → PI → PD (H6)	0.308	0.313	0.078	3.979	0.000	Accepted
LS → PI → PD (H7)	0.202	0.199	0.051	3.925	0.000	Accepted

Source: Processed data (2025)

As shown in Table 7, Purchase Intention significantly mediates the effects of both Online Customer Review and Live Streaming on Purchase Decision. The mediation between Online Customer Review and Purchase Decision is classified as partial mediation, as both the direct and indirect effects are statistically significant. In contrast, the mediation between Live Streaming and Purchase Decision is identified as full mediation, given that only the indirect effect through Purchase Intention is significant, while the direct effect is not. These findings indicate that Purchase Intention plays a crucial role in enhancing the influence of Online Customer Review and serves as the sole pathway through which Live Streaming impacts Purchase Decision.

Discussion

Based on the results of hypothesis testing, Online Customer Review was found to have a significant positive effect on Purchase Decision, leading to the acceptance of Hypothesis 1. This finding is consistent with previous studies by Arief et al. (2023), Suhaemi (2024), and Salsabila et al. (2024), which demonstrated that positive online reviews significantly enhance consumer trust and confidence in a product, thereby encouraging purchase decisions. The result suggests that well-detailed and favorable reviews can increase consumer trust in skincare products, particularly in digital environments where physical inspection is not possible. For platforms such as TikTok, such reviews are instrumental in guiding Generation Z and Millennials in their purchasing behavior. Conversely, the results indicate that Live Streaming does not exert a significant direct effect on Purchase Decision, resulting in the rejection of Hypothesis 2. This aligns with findings by Saputra & Fadhilah (2022) and Choirunnida & Prabowo (2024), who also reported the non-significant direct effect of live streaming on purchase decisions. Although live streaming can attract consumer attention and engagement, it appears insufficient on its own to drive actual purchasing behavior. Consumers may still seek more comprehensive product information and credible user feedback before making purchase decisions, suggesting that live streaming must be complemented by other persuasive marketing strategies.

Furthermore, Online Customer Review was shown to positively and significantly affect Purchase Intention, supporting Hypothesis 3. This result is in line with prior research by

Salsabilla & Handayani (2023) and Purwantoro et al. (2023), which found that online reviews enhance consumers' intention to purchase. These findings highlight the increasing reliance of consumers on online reviews as credible sources of information when evaluating skincare products. Detailed, authentic, and positive reviews help reduce uncertainty regarding product quality and efficacy, ultimately strengthening consumer trust and increasing purchase intention. In addition, Live Streaming also demonstrated a significant positive influence on Purchase Intention, thereby confirming Hypothesis 4. This result is supported by studies conducted by Imanudin (2023) and Kurniawan & Sari (2024), which revealed that live streaming positively influences consumer interest. On platforms like TikTok, interactive and visually engaging live streaming content fosters emotional connection and trust, particularly among Gen Z and Millennial consumers. This suggests that live streaming effectively stimulates consumer purchase intention by providing real-time product demonstrations and interactive engagement.

Hypothesis 5 is also accepted, as Purchase Intention was found to have a strong and significant effect on Purchase Decision. This aligns with findings by Maulana & Ali (2024) and Putri et al. (2023), who emphasized that purchase intention is a critical predictor of actual purchasing behavior. These results indicate that higher levels of purchase intention are associated with an increased likelihood of making an actual purchase. In this context, purchase intention serves as a psychological precursor that translates consumer interest into real buying behavior. Further analysis confirms Hypothesis 6, demonstrating that Online Customer Review significantly influences Purchase Decision both directly and indirectly through Purchase Intention. This finding is consistent with the Theory of Planned Behavior, which posits that behavioral intentions are shaped by subjective norms and perceived behavioral control (Antika et al., 2023). Supporting studies by Tonda et al. (2024) and Istiqomah & Usman (2021) further highlight that online reviews serve as a key informational input during the product evaluation stage. Hence, purchase intention functions as a psychological bridge, transforming consumer perceptions of reviews into actual buying behavior by reducing uncertainty and reinforcing trust in online transactions. Lastly, Hypothesis 7, which posits that Live Streaming influences Purchase Decision through Purchase Intention, is also accepted. This finding is in line with Mausul et al. (2024), who emphasized that positive perceptions of live streaming features on TikTok Shop enhance consumer trust and interest, thereby affecting purchasing behavior. Although live streaming does not have a direct effect on purchase decisions, its indirect influence—mediated by purchase intention—is significant. This indicates that live streaming effectively fosters emotional engagement and trust, which subsequently strengthen consumer intention and drive actual purchases. In this case, purchase intention serves as a full mediator, bridging the influence of live streaming with purchasing outcomes.

CONCLUSION

This study investigates the influence of online customer reviews and live streaming on the purchasing decisions of skincare products, with a particular focus on TikTok users from Generation Z and Millennials. It explores how these two digital marketing strategies shape purchase intention, and how intention mediates their impact on actual purchasing behavior.

The findings indicate that online customer reviews have a significant effect on both purchase intention and purchasing decisions, suggesting that consumers place high value on detailed, credible reviews when evaluating skincare products. While live streaming significantly influences purchase intention, it does not exert a direct effect on purchasing decisions. Moreover, purchase intention functions as a partial mediator in the relationship between online customer reviews and purchasing decisions, and as a full mediator between live streaming and purchasing decisions. These results underscore the critical psychological role of purchase intention in translating digital marketing stimuli into actual buying behavior.

From a practical standpoint, this study offers valuable insights for skincare brands and marketers leveraging TikTok as a social commerce platform. Businesses are encouraged to

enhance the authenticity and quality of customer reviews to foster consumer trust and drive purchase decisions. Additionally, interactive, visually engaging live streaming content should be employed strategically to cultivate emotional engagement and strengthen purchase intention. These approaches are particularly effective in targeting Gen Z and Millennial consumers, who are highly active on social media and responsive to peer-driven content.

In a broader context, the study contributes to the understanding of digital consumer behavior and supports the advancement of consumer-centric e-commerce practices that promote digital economic growth. For future research, it is recommended to expand the demographic and geographic scope beyond TikTok users in Malang, Indonesia, to improve the generalizability of the findings. Further, incorporating variables such as brand trust, perceived product quality, or influencer credibility may yield a more comprehensive perspective on purchasing behavior in the context of social commerce. Employing a longitudinal research design could also provide insights into evolving consumer attitudes and behaviors in response to the rapidly changing digital marketing landscape.

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