

THE EFFECT OF ADVERTISING AND PERCEPTION OF QUALITY ON PURCHASE DECISIONS FOR SKINTIFIC CUSHION IN TIKTOK SHOP

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Abstract

This study aims to analyze the impact of advertising and perceived quality on purchasing decisions for Cushion Skintific products on TikTok Shop. In the context of the Indonesian market, which is a potential market for the beauty industry, Skintific products, which originate from Canada and are manufactured in China, have succeeded in attracting consumers' attention thanks to the latest skincare technology innovations. The method used in this study is quantitative, with data collection through questionnaires distributed to 100 respondents who are users of Cushion Skintific products. The results of the analysis show that effective advertising and high perceived quality have a significant contribution to purchasing decisions. Sales data recorded a significant increase, especially in December 2024, where sales reached 86,602 pcs. These findings emphasize the importance of creative promotional strategies and positive perceptions of product quality in influencing consumer purchasing decisions, especially among the younger generation who are active on social media. This study provides valuable insights for marketers to continue to improve product quality and advertising intensity in order to maintain attractiveness in a competitive market.

Keywords : *Advertisement, Perceived Quality, Purchase Decision, Skintific Cushion, TikTok Shop*

INTRODUCTION

Indonesia is a potential market for the beauty industry both domestically and abroad. With the high interest of the Indonesian people in cosmetic products, many foreign cosmetic products have entered Indonesia, one of which is the Skintific product. Skintific is a Canadian brand founded by Kristen Tveit and Ann - Kristin Stokke. However, it is under the license of PT. May Sun Yvan Cina which is produced in China and distributed in Indonesia. Skintific products have many types of products that can be chosen by consumers according to their needs and desires. According to sources from compass.co.id (2022) the top rank of best-selling facial moisturizers on Shopee, Tokopedia, and Blibli 2022, the results showed that Skintific managed to rank first with a sales volume reaching 20.6%, followed by Wardah in second place with a sales volume reaching 9.1%. This shows that the purchasing decisions made by consumers on Skintific products are quite high and are able to compete with local brands. Skintific continues to innovate with the latest skincare technology that not only cares for, but also protects the skin with various problems. Starting from 5x Ceramide Barrier Moisturizer that strengthens the skin barrier, Niacinamide Serum that helps brighten the skin, to Skintific Sunscreen that provides optimal protection from UV rays - each of these Skintific products provides the best care for the skin.

Now, Skintific presents the latest innovation that combines the benefits of skin care and makeup in one practical product, namely Skintific Cover All Perfect Cushion. Formulated with Centella Asiatica and Niacinamide, this cushion not only provides perfect coverage but also nourishes the skin to keep it healthy and radiant. With SPF 35 PA+++, the skin remains protected from the sun without worrying about the makeup looking heavy. This is evident when it first entered 2021, this brand has succeeded in growing rapidly in Indonesia. Cushion cosmetic products are beauty products such as compact foundations that are practical to use and offer various benefits of product quality such as UV protection, hydration, and natural finishes. A good cushion cosmetic product is a cushion that is not only to beautify the face, but also able to provide good nutrition in the cushion product and is light when applied to the face. This product was first popular in South Korea and has spread throughout the world. Cushion is one of the most common types of cosmetics used by women, it is believed that almost all women have used cushion cosmetic products. Because cushion cosmetic products have natural results and are suitable for beginners. Currently,

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the phenomenon of the use of cushion cosmetic products by makeup artists (MUA) has begun to emerge and has become a trend in recent years. In addition to having good product quality, skintific cushions have prices that are able to compete in the cosmetics market with competitive prices that vary. In addition, skintific cushion products have packaging that not only functions as a protector but an attractive and functional packaging design can increase the attractiveness of the product in the eyes of consumers. As well as the promotion of skintific cushion cosmetic products is being widely discussed in the world of cosmetics, here is the sales data for skintific cushion products from July to December 2024:

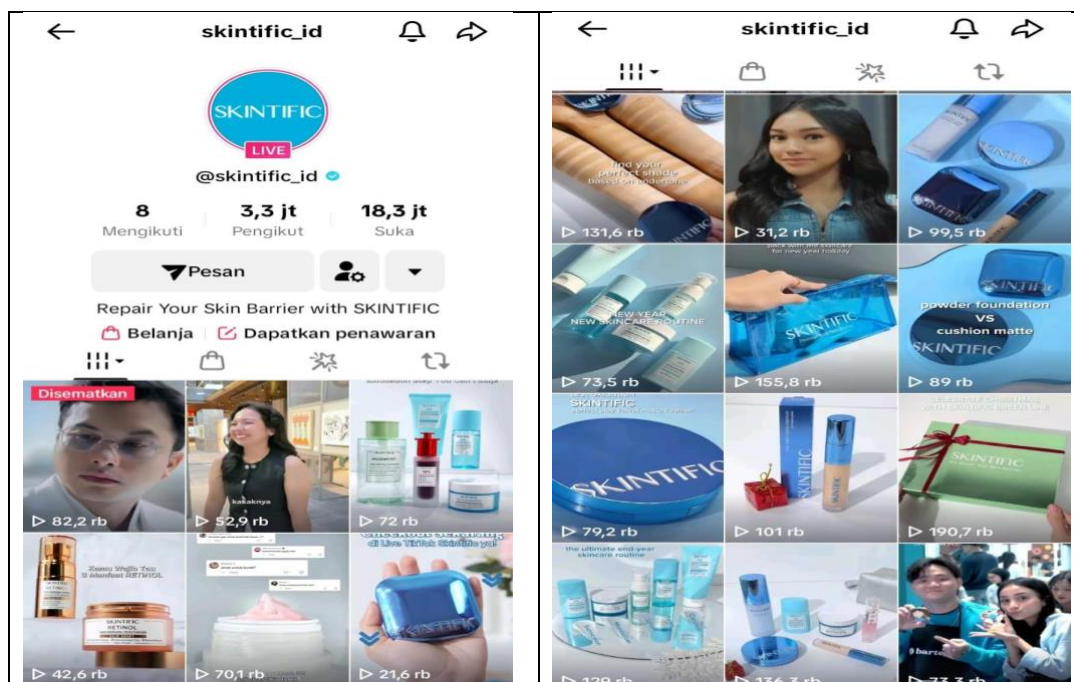
Table 1
Data on the Number of Skintific Cushion Sales on TikTok Shop
from July 2024 to December 2024

Month	Sales Amount / pcs
Juli 01 – 31	70,377
Agustus 01 – 31	20,418
September 01 – 30	55,103
Oktober 01 – 31	53,466
November 01 – 30	54,681
Desember 01 – 19	86,602
Amount	340,647

Sumber : Shoplus.net/id

Table 1 shows Cushion Skintific sales data based on Shoplus analysis for the period July to December 2024. It shows that the number of Cushion Skintific sales continues to increase over time. In July, the number of Cushion Skintific sold was 70,377 pcs, then August tended to experience a significant decline reaching a position of 20,418 pcs, then in September there was a very significant increase of 55,103 pcs. In October, the number of cushion skintific sales was 53,466 pcs, then in November there was an increase in the number of sales of 54,681 pcs. In December, the number of cushion skintific sales experienced a very significant increase of 86,602 pcs. From the sales data, it is explained that there was a decline in August, then it increased again from September to November, then there was an increase in purchasing decisions again in December with the highest sales. This shows that the high purchasing decisions made by consumers.

(Dwi Arseto, 2023) explains that the level of purchasing decisions made by consumers is relatively high due to various factors, one of which is advertising on a product. This can be seen in previous research conducted by (Simanjuntak, 2020), entitled The Influence of Advertising, Service Quality and Brand Trust on Purchase Interest in Lazada Online Stores which shows that advertising is a complete communication that functions to pursue goals and uses strategies to influence feelings, thoughts and actions of consumers and advertising is also a source of motivation for a buyer by promoting the product or service that will be advertised, the same as providing information by inviting consumers to be interested in the product or service being offered. The following is an image of an advertisement carried out by skintific via Tiktok social media.



Source: Skintific_id Tiktok Shop

Figure 1: Skintific Tiktok Shop Cushion Advertisement

Figure 1 shows an advertisement made by skintific through social media tiktok. In the advertisement, skintific introduces various choices of cushion shade colors for each skin type, from light to dark. The latest Perfect Stay Velvet Matte cushion comes in Porcelain and Vanilla shades which are suitable for light skin with cool or neutral undertones. Skintific also provides Honey, Sand, Beige, Almond, and Petal shades for owners of dark to medium skin with various undertones. There are many functions of cosmetic products, one of which is to cover or change the appearance of someone who has flaws or abnormalities in their skin. for example, such as uneven human skin tone and the appearance of aging lines, the appearance of acne, and so on. The XI National Seminar on Applied Science and Technology, Adhi Tama Institute of Technology (Surabaya, 2023), said that one of the makeups that is currently widely used by Indonesian women is cushion.

This product is a new product that is currently developing. Various cushion brands have been launched, both foreign and domestic brands. Domestic cushion products are made specifically for the characteristics of Indonesian women's skin. The price of domestic cushion products is able to compete with foreign products. High purchasing decisions on a product or place can be caused by many factors, one of which is the perception of quality. This is supported by research (Laraswati & Harti, 2022), that the perception of quality makes consumers place a high value on quality when buying a product. Meanwhile, according to the Perception of the quality of a brand, according to (Senavirathne & Kumaradeepan, 2020), it can be described as the overall brand advantage, which is directly related to customer satisfaction. But according to (Handayani & Susanti, 2024), the perception of quality is the customer's perception of the overall quality or superiority of a product or service related to the intended purpose of the customer. Customer perception will involve what is important to the customer because each customer has different interests in a product or service. Based on the description above, advertising and perception of quality have an important role in a person's purchasing decision. Thus, researchers are interested in researching "The Influence of Advertising and Perception of Quality on Purchasing Decisions for Skintific Cushions at TikTok Shop".

LITERATURE REVIEW

Buying Decision

According to (Arianto & Octavia, 2021), Purchasing decisions are a process of solving problems by recognizing needs and wants, seeking information before making a purchase and behavior after making a purchase.

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Purchasing decisions are also the process of making decisions whether to buy a product or not by considering its benefits or quality (Yuvira et al., 2021). According to Ferdinand in (Mudfarikah & Dwijayanti, 2021), Purchasing decisions are the behavior of buyers buying products, referring products to others, the behavior of someone who has a primary preference for a product and seeking information to support the good qualities of the product. According to (F. Rahma & E. Saputro, 2024), purchasing decisions are a step and process taken by prospective consumers to choose and buy products by considering previous factors. Purchasing decisions include choosing the type of product, brand, time of purchase, and payment method that suits the preferences and needs of prospective consumers. According to (Kotler & Keller, 2020), there are four indicators of purchasing decisions, namely: Consistency in a product, habits in buying products, giving recommendations to others, and making repeat purchases.

Advertisement

Advertising is a means of communication used by a business in selling goods or services to inform the audience about the products being sold. Therefore, the essence of advertising is how to attract customers' attention to pay attention to what is advertised. Advertising can really help viewers remember a product. By showing advertisements regularly, it can make consumers increase brand awareness in the minds of customers (Dianputri & Rosmiati, 2020). According to (H. Mulia & Risnawati, 2020), there are five advertising indicators, namely: Interest, Desire, Action, Conviction, and Attention.

Perception of Quality

According to Aaker and Joachimsthaler (in Said & Mustaking, 2020), perceived quality is the quality where customers have a perception of the overall quality or superiority of a product or service as expected. Perceived quality according to (Neri et al., 2021), Perceived quality is a subjective evaluation made by customers on the overall product and the extent to which the product fulfills its function well. Perceived quality plays an important role in building a brand because it is the reason for consumers to buy. Perceived quality is the consumer's perception of product quality. Perceived quality is the customer's perception of the quality of a product or service based on its function compared to its competitors (Supiyandi et al., 2022). According to (Durianto, 2017), there are four indicators of perceived quality, namely: Product Quality, Product Reputation, Product Characteristics, and Product Performance.

METHOD

The type of research used is a quantitative method. (Sugiyono, 2020), states that quantitative methods based on the philosophy of positivism are used to investigate certain populations or samples. The purpose of the study is to determine the effect of advertising and perceived quality on purchasing decisions simultaneously on TikTok Shop. This method collects data using research instruments and then analyzes the data quantitatively or statistically to test the established hypothesis. To obtain accurate and reliable data and information, this research was conducted online via skintific.id on TikTok Shop. This research was conducted in January - March. In this study, the population used was the number of followers on the Skintific.id account on TikTok Shop, which amounted to 3.3 million people. In determining the number of samples using the Slovin formula, so that the number of samples in the study was 100 people. The sampling technique used the probability sampling technique. The type of data used in this study is primary data derived from data collection using questionnaires distributed to consumers who use Skintific cushion products, while secondary data in this study was obtained from previously available sources and used to support data analysis. The data analysis techniques used in this study are as follows: The classical assumption test consists of the normality test, multicollinearity test, and heteroscedasticity test. Furthermore, multiple linear regression analysis is used to determine the extent to which advertising and perceived quality influence the purchasing decision of Skintific Cushion, finally conducting hypothesis testing, Hypothesis testing in this study was carried out using the t test and F test.

Table 2 Operational Definition of Research Variables

Variables	Definition	Indicator	Measurement
Buying decision (Y)	Purchasing Decision is a process to solve problems because of recognizing needs and desires, seeking information before making a purchase and behavior after making a purchase. Arianto (2021)	1. Consistency in a product. 2. Habits in buying products. 3. Giving recommendations to others. 4. Making repeat purchases. (Kotler & Keller, 2020)	Likert scale
Advertisement (X1)	Advertisement is one of the means of communication used by a business in selling goods or services to inform the audience about the products being sold. Dianputri & Rosmiati, S.Pd., M.Hum (2020).	1. Interest 2. Desire 3. Action 4. Conviction 5. Attention (H. Mulia & Risnawati, 2020).	Likert scale
Perception of Quality (X2)	Perception of quality plays an important role in building a brand because it is the reason for consumers to buy. Perception of quality is the consumer's perception of product quality. Perception of quality is the customer's perception of the quality of a product or service based on its function compared to its competitors. Supiyandi et al., (2022).	1. Product quality 2. Product reputation 3. Product characteristics 4. Product performance (Durianto, 2017).	Likert scale

Sumber : diolah peneliti 2025

RESULTS AND DISCUSSION

Instrument Test

The tools used to measure in research are usually referred to as research instruments. According to Sugiyono (2015), a research instrument is a tool that functions to measure phenomena both in nature and in the social context being observed. Instrument testing is carried out through two types of tests, namely validity tests and reliability tests. The results of data analysis show that all statements on the purchasing decision variables, advertising variables, and quality perceptions have higher r-count values than r-tables, as well as Cronbach Alpha values that exceed 0.6. Thus, the questionnaire used in this study can be considered valid and reliable.

Classical Assumption Test

Multiple linear regression testing can be carried out after this research model meets the requirements set, namely passing the classical assumption. The requirements that must be met include normal data distribution, no multicollinearity, and no heteroscedasticity. Based on the results of data analysis in the normality test, a significance value (Monte Carlo Sig.) was obtained for all variables greater than 0.05. Thus, it can be concluded that the data has been normally distributed. Furthermore, in the multicollinearity test, it is known that the tolerance values for the advertising and quality perception variables are all greater than 0.10, while the VIF values for advertising and quality perception are also all less than 10. Based on the results of these calculations, it can be seen that the tolerance values of all independent variables are greater than 0.10 and the VIF values of all independent variables are also less than 10, so there are no symptoms of correlation between the independent variables. Thus, it can be concluded that there are no symptoms of multicollinearity between the independent variables in the regression model. Bookmark message Copy message Export. The heteroscedasticity test aims to test whether in the regression model there is inequality of residual variance between one observation and another. A good regression model is one that meets the assumption of homoscedasticity, namely the absence of heteroscedasticity. One method to detect the presence of heteroscedasticity is to use the Glejser test. The significance values for the advertising variables, perceived quality, and purchasing decisions are all greater than 0.050, so it can be concluded that there are no symptoms of heteroscedasticity.

Multiple Linear Regression

Multiple linear regression testing explains the magnitude of the role of more than one independent variable on the dependent variable. Data analysis in this study uses multiple linear regression analysis using SPSS 25.00 for windows. The analysis of each variable is explained in the following description:

Table 4
Multiple Linear Regression Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	2.999	1.483	
Advertisement	.278	.086	.324
Perception of Quality	.481	.125	.385

a. Dependent Variable: Buying decision

Based on these results, the multiple linear regression equation has the formulation: $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + \epsilon$, so that the equation is obtained: $Y = 2.999 + 0.278X_1 + 0.481X_2 + \epsilon$

Coefficient of Determination (R²)

The coefficient of determination is used to see how much the independent variable contributes to the dependent variable. The greater the value of the coefficient of determination, the better the ability of the independent variable to explain the dependent variable. If the determination (R²) is greater (approaching 1), then it can be said that the influence of the independent variable is large on the dependent variable. The value used to see the coefficient of determination in this study is in the adjusted R square column. This is because the adjusted R square value is not susceptible to the addition of independent variables. The coefficient of determination value can be seen in Table 4.14 below:

Table 5
Coefficient of Determination
Model Summary^b

Model	R	R Square	Adjusted R Square
1	.638 ^a	.408	.395

a. Predictors: (Constant), Perception of Quality, Advertisement

b. Dependent Variable: Buying decision

Based on table 4.14, it can be seen that the adjusted R square value is 0.395 or 39.5%. This shows that the variables Buying decision, Advertisement, and Perception of Quality can explain the performance variable by 39.5%, the remaining 60.5% (100% - 39.5%) is explained by other variables outside this research model, such as discounts, service quality, facilities and others.

Hypothesis Test

t Test (Partial)

The t-statistic test is also called the individual significance test. This test shows how far the independent variable partially influences the dependent variable. In this study, partial hypothesis testing was carried out on each independent variable as in Table 6. below:

Table 6
Partial Test (t)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.999	1.483		2.021	.046
Advertisement	.278	.086	.324	3.242	.002
Perception of Quality	.481	.125	.385	3.856	.000

a. Dependent Variable: Buying decision

1. Hypothesis Test of the Influence of Advertisement and Perception of Quality on Buying Decision

From table 6. the t-value is 3.242. With $\alpha = 5\%$, t-table (5%; n-k = 98) the t-value is 1.9960. From the description it can be seen that t-value 3.242 > t-table 1.9960, as well as the significance value of 0.002 < 0.05, it can be concluded that the first hypothesis is accepted, meaning that the Advertisement Variable has an effect on the Buying Decision Variable.

2. Hypothesis Test of the Influence of Advertisement and Perception of Quality on Buying Decision

From table 6. the t-value is 3.856. With $\alpha = 5\%$, t-table (5%; n-k = 98) the t-value is 1.9960. From the description, it can be seen that t-value 3.856 > t-table 1.9960, as well as the significance value of 0.000 < 0.05, it can be concluded that the second hypothesis is accepted, meaning that the Perception of Quality Variable has an effect on the Buying Decision Variable.

F Test (Simultaneous)

This test basically shows whether all independent variables included in this model have a joint effect on the dependent variable. The results of the F test can be seen in table 7. below:

Table 7
Simultaneous Test Results (F)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	145.538	2	72.769	33.382	.000 ^b
	Residual	211.452	97	2.180		
	Total	356.990	99			

a. Dependent Variable: Buying decision

b. Predictors: (Constant), Perception of Quality, Advertisement

From table 7, the Fcount value is 33.382. With $\alpha = 5\%$, numerator df: k, denominator df: n-k-1 (5%; Df1: 2; Df2: 97), the Ftable value is 3.13. From the description, it can be seen that Fcount 33.382 > Ftable 3.13, and the significance value is 0.000 < 0.05, so it can be concluded that the third hypothesis is accepted, meaning that the Advertisement Variable and the Perception of Quality Variable have a simultaneous effect on the Buying Decision Variable.

DISCUSSION

The Influence of Advertisement on Buying Decision

Advertisement influences the Buying decision of Skintific Cushion on TikTok Shop. This is due to the Advertisement strategy carried out by Skintific through TikTok, such as displaying various choices of cushion shades that suit the skin of Indonesian consumers and attractive promotions. Sales data shows a significant increase after promotions were carried out intensively on TikTok Shop, for example in December 2024 sales reached 86,602 pcs, the highest throughout the research period. The characteristics of the respondents in this study were mostly under 30 years old, who tend to be active on social media and responsive to digital Advertisement content. Informative Advertisements that highlight product advantages are able to attract attention and increase Buying decisions in this age group. Previous research conducted by (Indriani et al., 2025), also showed that Advertisement has a positive and significant effect on Buying decisions for beauty products. The higher the intensity of Advertisement carried out, the greater the possibility of consumers in making a Buying decision.

The Influence of Perception of Quality on Buying Decision

Perception of Quality influences the Buying decision of Skintific Cushion on TikTok Shop. Consumers consider Cushion Skintific to have good quality, such as Centella Asiatica and Niacinamide content, SPF 35 PA+++ protection, and attractive and functional packaging. The characteristics of the respondents in this study were mostly under 30 years old who were active on social media and paid close attention to product quality before buying. A positive perception of quality makes consumers more confident in buying the product, which is reflected in the high Buying decision and increased sales after consumers get to know and try the quality of the product. Previous research conducted by (Kusumadewi & Sopiyan, 2023), also showed that Perception of Quality has a positive and significant effect on Buying decisions. The higher the Perception of Quality that consumers have, the higher their Buying decision. This finding is in line with the results of this study which show that Perception of Quality encourages consumers to be more confident in buying Cushion Skintific products.

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ion Skintific on TikTok Shop. The combination of effective promotions and good product Perception of Quality makes consumers more interested and confident in buying. The characteristics of the respondents in this study were mostly under 30 years old, active on social media, and very concerned with the quality of the products they consume. This is reflected in the sales data that continues to increase, as well as the results of the regression analysis which shows a significant influence of both variables together on Buying decisions. The results of this study are in line with previous research (Pipih Sopiyan, 2021), showing that Perception of Quality has a positive and significant effect on Buying decisions with a contribution rate of 57%. Meanwhile, product differentiation contributed 14.97%. With the results of the study (Fajriatin & Muhajirin, 2023), both Advertisement and free

shipping programs have a significant effect on Buying decisions on the Tiktok Shop marketplace.

CONCLUSION

This study shows that Advertisement and Perception of Quality significantly influence the Buying decision of Skintific Cushion products on the TikTok Shop platform, with real evidence in the form of a significant increase in sales during the study period, especially in December 2024 which reached 86,602 pcs, indicating the success of the promotional strategy and product quality presented by Skintific. In this study, the majority of respondents were young consumers under the age of 30 who were very active on social media, especially TikTok, so they were very responsive to various informative and interesting digital Advertisement content. Through the use of quantitative methods and multiple linear regression analysis, this study succeeded in confirming that Advertisement and Perception of Quality not only had a partial effect but also simultaneously had a major contribution to consumer Buying decisions. Therefore, it is very important for Skintific to continue to increase the intensity and creativity of their digital Advertisement strategy while maintaining and improving product quality in order to maintain and expand consumer appeal and strengthen the positive perception that has been formed. Thus, a deep understanding of consumer behavior and market response through this research can be a strategic foundation for Skintific in optimizing its product marketing in the digital era, especially on social media platforms which are now very influential in the consumer decision-making process.

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