



## How Influencer Endorsements and TikTok Advertising Shape Purchase Intentions for Glad 2 Glow Skincare Products

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**Abstract.** This study seeks to evaluate the impact of influencer endorsements and social media advertisements on consumer purchase intentions for Glad 2 Glow skincare products on TikTok. A quantitative approach was employed, using a survey method with 128 Indonesian respondents who had been exposed to influencer endorsements and social media advertisements for Glad 2 Glow on TikTok. Data were gathered through questionnaires and analyzed using a t-test to assess the direct effects of the variables on purchase intention. The criterion for acceptance was set at  $t\text{-value} > t\text{-table}$ . The results indicated that both influencer endorsements ( $X_1$ ) and social media advertisements ( $X_2$ ) significantly affect purchase intentions ( $Y$ ). Influencer endorsements recorded a  $t\text{-value}$  of 3.289 with a regression coefficient of 0.266, while social media advertisements showed a  $t\text{-value}$  of 2.471 with a regression coefficient of 0.195, both surpassing the  $t\text{-table}$  value of 1.979. Consequently, hypotheses  $H_1$  and  $H_2$  were supported.

**Keywords** Influencer Endorsement, Social Media Advertising, Consumer Purchase Intention, Skincare, TikTok.

### 1. INTRODUCTION

Advancements in technology, particularly the internet, are designed to simplify daily activities such as seeking information, interacting, and shopping. Technology has significantly facilitated human life, especially in accessing various resources online. The ease of access provided by digital technology not only simplifies the process of obtaining information but also has a notable impact on consumer behavior. With the increasing accessibility of the internet, consumers can now quickly gather product information, compare prices, and read reviews before making purchasing decisions.

Among social media platforms, TikTok has emerged as a preferred choice for brands due to its high engagement rates and interactive short-video format, which captures attention quickly and generates greater involvement compared to Facebook or Instagram (Adzra & Iryanti, 2024; Zhang, 2024). Additionally, authentic content from TikTok influencers has proven more effective in building trust, fostering emotional connections, and driving purchase intentions than other platforms (Weismueller et al., 2020). This is evident in the case of Glad 2 Glow, whose TikTok business account boasts over 1.5 million followers, significantly surpassing its 504,000 followers on Instagram, highlighting TikTok's superior impact as a marketing platform.

Glad 2 Glow is one of the skincare brands currently gaining popularity on TikTok Indonesia. According to an article on femaledaily.com, five Glad 2 Glow products have gone viral on TikTok Indonesia, including the Blueberry 5% Ceramide Barrier Repair Moisturizer, Volcano 3D Acid Pore Clay Stick, and Mugwort Salicylic Acid Acne Clay

Stick. The article highlights that many TikTok users praise Glad 2 Glow products for their effectiveness in improving skin conditions. On the Female Daily website, consumer reviews of Glad 2 Glow's viral products are prominently featured, with the Blueberry 5% Ceramide Barrier Repair Moisturizer receiving significant attention for its positive impact.

Glad 2 Glow products have gained strong followership on TikTok, with over 1.1 million followers. However, it still lags behind competitors like Originote, Hansui, and Npure in terms of follower count. According to an article by Elena on socialInsider.io, accounts with smaller followings should focus on creating content that is not only visually appealing but also resonates with the audience. As followers grow, experimenting with different content types is recommended to determine what works best. Despite efforts to create engaging promotional videos, not all social media ads achieve viral success. For example, one Glad 2 Glow TikTok ad failed to go viral, as shown by its low engagement.

Research by Supotthamjaree & Srinaruewan (2021) suggests that engaging social media advertising, which encourages user interaction, can significantly boost purchase intentions. Similarly, a study by Lopes et al. (2023) found that when consumers perceive ads as relevant, their likelihood of purchasing mass-market products through social media ads increases. Another study by Suprpto et al. (2020) indicated that while Instagram ads don't directly impact purchase intentions, they significantly influence customer perception, acting as an intermediary variable. However, research by Coyle (2023) highlighted that ads perceived as intrusive could reduce purchase intent, especially when consumers feel discomfort from repetitive or irrelevant ads. In addition, influencer marketing has recently become a viral strategy, with influencers defined as respected individuals who can positively influence consumer behavior (Andrews & Shimp, 2018). Acting as trusted sources of product information (Uzunoğlu & Klip, 2014). Consumers often view social media influencers as reliable sources when seeking product information (Kim et al., 2018).

The researcher chose to explore the influence of influencer endorsements and social media ads on purchase intentions for Glad 2 Glow products due to a gap in previous studies. While many studies have examined the impact of influencers and social media ads on purchase intentions, few have specifically focused on TikTok as a unique and dynamic marketing platform. TikTok's interactive, short-video format offers marketing opportunities that differ from other platforms. Additionally, there has been no research focused on Glad 2 Glow, a rapidly growing local skincare brand in Indonesia. This study

aims to contribute new insights to academic literature and marketing practice by exploring how TikTok, influencer endorsements, and social media advertising influence consumer purchase intentions for Glad 2 Glow products. This underscores the importance of platform choice and content relevance in shaping purchase intentions (Chetioui et al., 2020).

## 2. LITERATURE REVIEW

**Social Media Marketing,** Social media marketing is defined as the use of social media platforms to influence consumer decisions, including purchase intentions. Purchase intention refers to a consumer's desire to buy a product or service based on positive perceptions formed through marketing communications. Social media enables companies to interact directly with consumers, build brand awareness, and influence consumer behavior through relevant and engaging content. It allows businesses to create brand awareness and deliver information directly to consumers. Alalwan (2018) highlight that social media plays a key role in building purchase intentions through informative and engaging content, which in turn encourages consumers to make a purchase.

**Influencer Endorsement,** Weismueller et al. (2020) explain that influencer endorsement is a collaboration between influencers and brands to promote products or services. Influencers, with their large audiences and strong social media influence, deliver brand messages to sway consumer purchase intentions. This often involves contracts where influencers are compensated for promoting products. Consumers are more easily influenced by messages from figures they relate to, like influencers (Weismueller et al., 2020). Influencers admired by their target audience can attract consumers and bring greater benefits to companies. Their presence can significantly influence perceptions of the brands or products they endorse.

**Social Media Advertising,** Supotthamjaree and Srinaruewan (2021) describe social media advertising as a form of promotion that utilizes social media platforms to deliver interactive, content-driven marketing messages, strengthening the connection between companies and consumers. These ads aim to capture the attention of online users and often involve them in the marketing process. Social media advertising is a type of paid communication designed to promote products or services, encouraging customers to make a purchase.

**Purchase Intention,** Purchase intention is defined as an individual's conscious plan to make an effort to buy a specific brand (Tombak & Singh, 2004). Kotler & Keller

(2016) describe it as a desire to purchase, forming part of a person's buying process. It reflects the likelihood of a buyer choosing a specific brand over others. Purchase intention arises from a series of steps: need identification, information search, and evaluation. Sien & Falahat (2015) define it as a customer's desire to buy goods or services via online platforms.

### **Hypothesis**

H1: Influencer endorsements are positive on purchase intentions for Glad2Glow skincare.

H2: Social media advertising has a positive effect on purchase intention for Glad 2 Glow skincare.

## **3. METHODS**

### **Research Design and Sample/Population**

This study employs a quantitative method classified as explanatory research to examine the relationship and influence of influencer endorsements (X1) and social media advertising (X2) on purchase intentions for Glad 2 Glow skincare products on TikTok. Data is collected through primary sources, such as Likert-scale questionnaires distributed to respondents, and secondary sources, including journals, articles, and online resources. The population consists of active TikTok users aged 12 and above who have seen Glad 2 Glow advertisements or influencer endorsements on TikTok. Using purposive sampling, the study targets respondents meeting these criteria. The sampling criteria for this study are as follows: active TikTok users, aged 12 or older, who have seen either social media advertisements or influencer endorsements for Glad 2 Glow skincare products on TikTok. Following Hair et al. (2019), the recommended sample size for research is at least 100, typically 5–10 times the number of indicators analyzed (Hair et al., 2019). With 12 indicators in this study, the minimum sample size required is 120 respondents. This ensures that the data collected accurately represents the target population and provides reliable insights into how influencer endorsements and social media advertisements influence purchase intentions.

### **Operational Variables**

Independent Variables (X): Independent variables, as defined by Sugiyono (2019), are those that influence or affect the dependent variable. In this study, the independent variables are: Influencer Endorsement (X1); Social Media Advertising (X2).

Dependent Variable (Y): The dependent variable, described by Sugiyono (2019), is the outcome or effect influenced by the independent variables. In this research, the dependent variable is purchase intention.

### Data Analysis Techniques

Validity testing, as per Ghazali (2018), assesses whether a questionnaire effectively measures what it intends to. This study uses Confirmatory Factor Analysis (CFA) and the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy, with a threshold of  $\geq 0.5$  for factor loading and anti-image correlation to confirm validity. SPSS 22 is utilized for analysis.

Reliability Test is measured using Cronbach's Alpha in SPSS 22. A value  $>0.7$  indicates reliability, while  $< 0.7$  indicates unreliability. Decision criteria: 1. If the overall Cronbach's Alpha is higher than when an item is removed, it is reliable; 2. If the overall Cronbach's Alpha is lower than when an item is removed, it is unreliable.

T test, in the independent variable regression model, this test is used to determine whether the dependent variable (Y) has a significant partial effect at the 95 percent confidence level or  $\alpha = 5$  percent. If  $\text{Sig} < \alpha = 0.05$ , it means variable X has its significantly effect on variable Y.

## 4. RESULTS

### Validity Test Results

In this study, validity testing was conducted by correlating total scores with factor totals using SPSS version 22. The validity test employed a factor analysis approach, where variables are considered accurate in measuring what they intend to if they meet the following criteria: Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy  $> 0.50$ , factor loading  $> 0.50$ , and Anti-Image Correlation  $> 0.50$  (Ghozali, 2018).

**Table 1. Validity Test Results**

Variable	Items	KMO-MSA	Anti-Image Correlation	Loading Factor	Results
Influencer Endosesment	X1.1	0,706	0,690	0,606	Valid
	X1.2		0,627	0,653	Valid
	X1.3		0,731	0,709	Valid
	X1.4		0,777	0,589	Valid
	X1.5		0,735	0,665	Valid
	X1.6		0,712	0,614	Valid
	X2.1	0,778	0,817	0,587	Valid
	X2.2		0,758	0,535	Valid

Variable	Items	KMO-MSA	Anti-Image Correlation	Loading Factor	Results
Social Media Advertising	X2.3	0,778	0,797	0,631	Valid
	X2.4		0,752	0,692	Valid
	X2.5		0,788	0,650	Valid
	X2.6		0,737	0,601	Valid
	X2.7		0,757	0,585	Valid
	X2.8		0,826	0,606	Valid
Purchase Intention	Y.1	0,744	0,859	0,683	Valid
	Y.2		0,676	0,715	Valid
	Y.3		0,785	0,751	Valid
	Y.4		0,706	0,805	Valid
	Y.5		0,747	0,683	Valid

Source: Data Processed By Researchers (2024)

The validity test results confirm that all measurement items meet the validity criteria with values  $> 0.50$ , as stated by Ghozali (2018). The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy for the influencer endorsement variable is 0.706, with factor loading and Anti-Image Correlation values  $> 0.50$ . The social media advertising variable has a KMO value of 0.778, with factor loading and Anti-Image Correlation values  $> 0.50$ . Lastly, the purchase intention variable shows a KMO value of 0.744, with factor loading and Anti-Image Correlation values  $> 0.50$ . Thus, all 19 items are valid and suitable for this study.

### Reability Test Results

Reliability testing in research measures the consistency of a test after repeated trials under the same conditions. A questionnaire variable is considered reliable if respondents' answers remain consistent over time. In this study, an item is deemed reliable if the Cronbach's Alpha value exceeds 0.6, as per Ghozali (2018). The table below presents the reliability test results for the study variables.

Table 2. Reability Test Results

Variable	Items	Cronbach's Alpha	Cronbach's Alpha If Item Deleted	Results
Influencer Endosomesnt	X1.1	0,710	0,679	Reliable
	X1.2		0,669	Reliable
	X1.3		0,651	Reliable
	X1.4		0,684	Reliable
	X1.5		0,662	Reliable
	X1.6		0,679	Reliable
	X2.1	0,731	0,704	Reliable
	X2.2		0,714	Reliable

Variable	Items	Cronbach's Alpha	Cronbach's Alpha If Item Deleted	Results
Social Media Advertising	X2.3	0.710	0,695	Reliable
	X2.4		0,684	Reliable
	X2.5		0,703	Reliable
	X2.6		0,723	Reliable
	X2.7		0,703	Reliable
	X2.8		0,707	Reliable
Purchase Intention	Y.1	0.751	0,751	Reliable
	Y.2		0,744	Reliable
	Y.3		0,727	Reliable
	Y.4		0,701	Reliable
	Y.5		0,752	Reliable

Source: Data Processed By Researchers (2024)

The table shows that the influencer endorsement variable has a Cronbach's Alpha of 0.710, the social media advertisement variable has 0.731, and the purchase intention variable has 0.751. All variables exceed the threshold of 0.6, indicating that the items are reliable and suitable for further analysis.

### Multiple Linear Regression Test Results

**Table 3. Multiple Linear Regression Test Results**

Coefficients					
Model	Unstandardized Coefficients		Standardized Coef.	T	Sig.
	B	Std. Error	Beta		
(Constant)	8,90	2,763		3,33	0,001
Influencer Endorsement	0,247	0,78	0,266	3,161	0,002
Social Media Advertising	0,147	0,63	0,195	3,313	0,022

Source: Data Processed By Researchers (2024)

It is known from the table above that the constant value is 0.247. Influencer endorsement was 0.674, social media advertising was 0.147.

$$Y = 8,90 + 0.247 + 0.147 + \epsilon$$

Information: Y = Purchase Intention; A = Constant; b = Regression Coefficient; X1 = Influencer endorsement; X2 = Social Media Ads;  $\epsilon$  = Error.

## T Test Results

**Table 4. T Test Results**

No	Hypothesis	t Hitung	t Tabel	Beta	Sig	Result
1	Influencer endorsements have a significant effect on purchase intention	3,289	1,979	0,266	0,001	Accepted
2	Social media advertising has a significant effect on purchase intention	2,471	1,979	0,195	0,022	Accepted

*Source: Data Processed By Researchers (2024)*

## 5. DISCUSSION

### The Influence of Influencer Endorsements on Consumer Purchase Intentions for Glad 2 Glow Skincare Products on Tiktok

Based on the results of regression analysis through partial tests (t tests) which can be seen in Table 4, the results of hypothesis testing for the Influencer endorsement variable (X1) on Purchase Intention (Y) show a calculated t value of 3.289, which is greater than the t table value that has been determined. set, namely 1.979. This indicates that H1 is accepted, which means there is a significant influence of the Influencer endorsement variable on consumer purchase intentions. A positive regression coefficient for the variable indicates that the higher the frequency of exposure to influencer endorsements, the higher the consumer's intention to buy the product being promoted. These results provide an illustration that influencer endorsement is needed by the Glad 2 Glow company to influence consumers' purchasing intentions in marketing Glad 2 Glow products.

The purpose of using influencer endorsements is to get product mentions and reviews from influencers which leads to building consumer purchase intentions towards the promoted product. Based on respondents' statements, it shows that the experience and expertise of influencers in the skincare sector can convince consumers of the products being promoted, so that it can influence their purchasing intentions. This is because Influencers collaborate through endorsements of Glad 2 Glow products, contributing their expertise and security as influencers in the beauty sector by convincing consumers of Glad 2 Glow products in their Tiktok endorsement videos. The more the influencer gives a positive assessment, the more confident consumers are about the superiority of the Glad 2 Glow product because the influencer has recommended it.



## **The Influence of Social Media Advertising on Consumer Purchase Intentions for Glad 2 Glow Skincare Products on Tiktok**

Based on the regression analysis (t-test) results presented in Table 4, the variable Social Media Advertising (X2) on Purchase Intention (Y) shows a t-value of 2.471, exceeding the t-table value of 1.979. This indicates that the second hypothesis is accepted, confirming a significant positive influence of social media advertising on purchase intention. The positive regression coefficient suggests that higher exposure to social media ads increases consumers' intention to purchase promoted products. These findings highlight the importance of social media advertising for Glad 2 Glow in influencing consumer purchase intentions.

The primary goal of social media advertising is to capture consumer attention and stimulate purchase intention for advertised products. According to respondents, the credibility of Glad 2 Glow's ads on TikTok fosters consumer trust, as the product claims align with their expectations. The ads feature clear, realistic, and relevant product claims, supported by information on clinical test results, key skincare ingredients, and expected benefits. This emphasizes the importance of ad credibility in shaping purchase intention. The mean scores for all statements exceed 4.00, indicating that respondents generally agree that social media advertising significantly impacts their purchase intention for Glad 2 Glow skincare, particularly through credibility, information, and accessibility indicators.

## **6. CONCLUSION**

The study concludes that both influencer endorsements (X1) and social media advertising (X2) significantly influence purchase intention (Y) for Glad 2 Glow products on TikTok. Hypothesis testing shows a t-value of 3.289 for influencer endorsements and 2.471 for social media advertising, both exceeding the t-table value of 1.979. Influencer endorsements have a positive regression coefficient of 0.266, indicating that increased exposure to endorsements enhances purchase intention. Similarly, social media advertising also exhibits a significant positive impact, demonstrating that frequent exposure to ads increases consumer intent to purchase. These findings highlight the importance of leveraging influencer endorsements and social media advertising as strategic tools to drive consumer purchase intentions for Glad 2 Glow products.

## 7. LIMITATION

This study has several limitations. It focuses solely on TikTok users exposed to Glad 2 Glow's influencer endorsements and social media advertisements, limiting generalizability to other platforms or non-TikTok users. The cross-sectional design captures data at a single point in time, overlooking changes in consumer behavior over time. Reliance on self-reported data may introduce biases such as social desirability or recall inaccuracies. Additionally, the study examines only two variables (influencer endorsements and social media advertisements) while excluding other factors like product quality, brand loyalty, or pricing that could influence purchase intentions. The platform-specific focus on TikTok and potential regional constraints further limit the applicability of findings to a broader audience or different cultural contexts. Lastly, the results reflect consumer behavior at a specific time, which may not account for evolving trends in social media marketing or influencer impact.

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