

## The Influence of TikTok Shop and Brand Awareness on the Purchase Intentions of Mybellin Blush-On

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### **Keywords:**

*TikTok Shop, Brand Awareness, Purchase Intention, Social Commerce, Maybelline.*

### **Abstract**

*This study aims to determine and analyze the influence of TikTok Shop and Brand Awareness on the Purchase Intention of Maybelline blush-on products among students of the Faculty of Economics and Business at PGRI Adi Buana University Surabaya. The rapid development of social media, especially TikTok, has changed marketing strategies and consumer behavior through the concept of social commerce which integrates entertainment, interaction, and transactions within a single digital platform. This research used a quantitative approach with a survey method by distributing questionnaires to 90 female students of the Faculty of Economics and Business at PGRI Adi Buana University Surabaya who actively use TikTok and have seen or interacted with Maybelline blush-on products through TikTok Shop. The sampling technique used was non-probability sampling with an accidental sampling method. Data analysis was conducted using multiple linear regression analysis with SPSS, including validity tests, reliability tests, classical assumption tests, t-tests, and F-tests. The results of this study indicate that TikTok Shop has a positive and significant effect on purchase intention, Brand Awareness has a positive and significant effect on purchase intention, and TikTok Shop and Brand Awareness simultaneously have a significant effect on purchase intention of Maybelline blush-on products among students of the Faculty of Economics and Business at PGRI Adi Buana University Surabaya.*

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## INTRODUCTION

Digital technology and social media have undergone rapid changes, including how marketing is conducted and how consumer behavior has adapted. One example that is now widely seen is social commerce, which is essentially the integration of social media and commerce. This makes it easier for brands to reach young consumers. One platform currently generating significant buzz is TikTok, particularly its TikTok Shop Live Shopping feature (Izza et al., 2024). Research on this topic has revealed that consumer motivations and lifestyles influence purchasing intention TikTok Shop.

Maghfiroh and Abadi (2025) note that Generation Z particularly enjoys the live shopping feature on apps like TikTok Shop, as it combines elements of entertainment, interaction, and transactions in a single platform. Thus, it can be said that TikTok Shop functions not only as a sales channel but also as an interactive medium capable of stimulating purchasing interest among young consumers.

Brand awareness also tends to influence the level of consumer interest in making purchases (Komariah et al., 2026). Dewi and Novitasarik (2023) found that Brand Awareness has a significant impact on the interest in purchasing cosmetic/skincare products in the Solo Raya region. The same applies to skincare products, indicating that Brand Awareness has a positive influence on brand

trust, which in turn impacts purchase intention. Therefore, brand awareness for cosmetic products like Maybelline is likely to reinforce students' tendency to choose this product over other brands.

Additionally, it concludes that in the context of beauty products for Gen Z consumers in Medan, the trust variable significantly influences purchase intention on TikTok Shop, although the social commerce construct directly influences purchase intention. Students at the Faculty of Economics and Business (FEB), Universitas PGRI Adi Buana Surabaya, are part of the young generation who are active on social media and keep up with the latest beauty trends. Maybelline, an internationally renowned brand in Indonesia, markets blush-on, and this product is of interest to study in the context of the influence of social media and brand awareness on purchase intention (Listiani & Ismail, 2023).

Female consumers who are active TikTok users, with the researchers focusing on students at the Faculty of Economics and Business, PGRI Adi Buana University, Surabaya, who are potential consumers of Maybelline blush-on products. The rapid changes in digital and social media, particularly TikTok, serve as one of the reasons for shifts in women's consumption patterns as they search for, evaluate, and purchase beauty products. TikTok has become a multimedia platform and a source of beauty inspiration, including for shopping for beauty products that are directly integrated into video content. This shift in women's consumption patterns represents a form of social commerce—the integration of socializing, entertainment, and commerce within a single digital platform. My focus of observation is branded TikTok ads. Maybelline has become a blush-on product that has garnered significant attention from female consumers due to TikTok Shop. Maybelline blush-on is quite popular and high-quality, very trendy in the market, and a brand with a strong reputation. With the abundance of TikTok Shop ads, there is potential to stimulate consumer purchasing interest. Women who are familiar with the Maybelline brand, as well as Maybelline cosmetic products featured in advertisements, have the potential to increase consumer purchase interest. Women who are familiar with the Maybelline brand, as well as Maybelline cosmetic products promoted by social influencers, are highly likely to make a purchase.

The objective of this study is to analyze the influence of TikTok Shop and brand awareness on the purchase intention for Maybelline blush-on among students in the Faculty of Economics and Business at PGRI Adi Buana University in Surabaya. This interest arises because students, particularly Generation Z, are active TikTok users who are heavily influenced by digital trends, advertising content, and promotions via TikTok Shop. Additionally, Maybelline blush-on was selected due to its high popularity on social media, its recognized product quality, and the high level of exposure through influencers and TikTok content. Given the shift in social media-driven consumption behavior and the increasingly significant role of brand awareness in beauty product purchase intention, this study is considered important to determine the extent to which TikTok Shop and brand awareness influence the purchase intention of students as potential consumers.

## **LITERATURE REVIEW**

### **Marketing Management**

According to Kotler and Keller (2018), marketing management is the process of planning and executing the conception, pricing, promotion, and distribution of goods, services, and ideas to create exchanges that satisfy the goals of both individuals and organizations. Meanwhile, according to Danang (2019) marketing management is the entire system of a business's activities

aimed at planning, pricing, promoting, and distributing goods and services to satisfy the desires and needs of its consumers, both existing and potential.

From the above description, it can be concluded that marketing management is the process of planning, organizing, supervising, and implementing marketing activities to determine products, prices, and distribution in the form of goods, services, or ideas. These activities are carried out with the expectation of facilitating exchange and providing satisfaction to customers, as well as ensuring that the company's objectives are met optimally and efficiently.

### **TikTok Shop**

TikTok Shop is a feature launched by the social media app TikTok that provides users with the ability to buy and sell directly through the app without needing to use other e-commerce platforms (Izza et al., 2024). This feature integrates social media and e-commerce functions, allowing users to shop while enjoying entertainment content on TikTok.

Additionally, according to Jeaniefer et al (2024) TikTok Shop is a social commerce feature that enables users and content creators to promote and sell their products directly within the TikTok app. This feature integrates the app's entertainment value with direct sales within the platform. TikTok Shop represents the transformation of social media into an e-commerce transaction platform, enabling users to browse, promote, and purchase items through short videos within the integrated app (Hanafiah et al., 2024). From the above description, it can be concluded that TikTok Shop is an innovative development in social media, combining entertainment and e-commerce into a single platform. This feature allows users to browse, advertise, and purchase products directly through the TikTok app without having to switch to another platform. By integrating entertainment content and sales activities, TikTok Shop represents a new form of social commerce that facilitates interaction between sellers, content creators, and buyers in a more engaging and convenient way.

### **Brand Awareness**

Brand awareness is the extent to which consumers can recognize a brand and distinguish it from other brands, formed through consistent marketing communication that influences the purchasing process (Saputra & Wardana, 2023). This is supported by the finding that brand awareness consumers tend to consider that brand in their purchase intention (Nuraini & Pratama, 2023).

In the context of visual brand recognition, other research states that brand awareness is the consumer's ability to identify and recall a brand, including visual elements such as logos, names, or specific symbols. This awareness facilitates consumers' purchase intention because familiar brands are typically chosen over less familiar ones (Komariah et al., 2026). Meanwhile, Santoso (2026) explain that brand awareness is consumers' memory and ability to recognize a brand in various situations, whether through experience or exposure to digital marketing messages, making brand awareness crucial in building trust and brand equity (Jannah et al., 2024).

Based on the definitions above, it can be concluded that brand awareness is the level of consumer recognition and recall of a brand, which enables consumers to identify, distinguish, and

consider that brand during the purchasing process. Brand awareness is a key factor in influencing consumer preferences, fostering loyalty, and increasing the likelihood of purchase.

### **Purchase Intention**

According to Kotler and Keller (2018) purchase intention is the stage of the consumer decision-making process that occurs when an individual desires to purchase a specific product. This is driven by the consumer's experiences, preferences, and perceptions of the product's value. According to Ferdinand (2015) purchase intention is a person's tendency to act before a final decision is made regarding a purchase. Evaluating a product positively following a needs analysis generates interest in purchasing. According to Tjiptono (2020) purchase interest is a type of consumer behavior that occurs when an individual is motivated and evaluates a product positively, subsequently demonstrating an intention to purchase a specific brand or product. Based on experts' opinions, it can be concluded that purchase interest is a person's tendency and intention to buy a product after going through a process of evaluation and forming a positive assessment of the product.

### **Hypothesis Development**

#### **TikTok Shop has a significant impact on college students' interest in purchasing Maybelline Blush-On**

Advances in digital technology have transformed consumer shopping behavior, particularly through social commerce platforms such as TikTok Shop. Based on the Stimulus-Organism-Response (SOR) theory, stimuli in the form of interactive features such as live streaming, promotions, and creative content on TikTok Shop can influence consumers' internal states (organism), such as interest and trust, which ultimately drive a response in the form of purchase intention (Afriliani et al., 2023).

TikTok Shop, as a social commerce platform, offers a unique shopping experience through a combination of entertainment and transactions (Dewi & Novitasarik, 2023). Features like live streaming enable direct interaction between sellers and consumers, thereby enhancing trust and reinforcing perceptions of the product. This aligns with consumer behavior theory, which states that trust and interactive experiences are key factors in shaping purchase intention.

Previous research conducted by Hanafiah et al (2024) indicates that interactive promotions and live streaming on TikTok Shop have a positive influence on consumer purchase intention because they enhance interaction and trust. Additionally, research by Wang et al (2022) also found that interactive live-streaming commerce and brand recognition positively influence purchase intention, particularly among younger generations.

Based on these theories and previous research findings, the researcher posits that the features of TikTok Shop can create an engaging shopping experience, enhance consumer trust, and foster purchase intention:

#### **H1: TikTok Shop has a significant effect on purchase intent for Maybelline Blush-On among college students**

#### **Brand Awareness has a significant effect on purchase intention for Maybelline Blush-On among college students**

Brand awareness is a key factor in marketing that influences consumer behavior (Dewi & Novitasarik, 2023). According to the AIDA Model, brand awareness occurs at the initial stage

(attention), where consumers begin to recognize and recall a brand before interest and the desire to purchase arise. The higher the level of brand awareness, the greater the likelihood that consumers will proceed to the next stage until purchase intention is formed (Anjelita & Salim, 2025).

Additionally, from the perspective of Consumer Behavior Theory, brand awareness acts as a psychological factor influencing consumers' perceptions and trust in a product. Brands that are widely recognized tend to be easier to remember, are perceived as more trustworthy, and have a better image, thereby increasing consumer purchase intention (Tjiptono, 2020).

Previous research by Fernanda et al (2025) indicates that brand awareness has a positive influence on purchase intention, where easily recognizable brands can enhance trust and encourage consumers to make purchases. Research by Nuraini and Pratama (2023) also found that high levels of brand awareness make consumers more confident in the quality and image of the products offered, thereby increasing purchase interest. Additionally, Wang et al (2022) revealed that in the context of social commerce, strong brand awareness can reinforce the influence of digital platforms in boosting consumer purchase interest, particularly for cosmetic products. Based on these theories and prior research findings, the researchers argue that the higher a product's brand awareness, the greater the consumers' trust and interest, which ultimately drives the formation of purchase intention:

**H2: Brand Awareness has a significant effect on purchase intention for Maybelline Blush-On among college students**

### **TikTok Shop and Brand Awareness Simultaneously Have a Significant Effect on Purchase Interest in Maybelline Blush-On**

The use of social commerce platforms like TikTok Shop, combined with brand awareness, is a key factor in influencing consumer behavior, particularly in boosting purchase interest. Based on the AIDA Model, promotions via digital platforms can capture consumers' attention, while brand awareness helps reinforce brand recall and recognition, thereby guiding consumers toward the interest and desire stages, which ultimately lead to purchase intention (Tjiptono, 2020).

Furthermore, from the perspective of Consumer Behavior Theory, the combination of social factors (such as interactions within TikTok Shop) and psychological factors (brand awareness) can simultaneously influence consumers' perceptions, trust, and decisions (Zulkarnaen & Hermawan, 2025). Intensive interactions through features like live streaming, user reviews, and creative content can strengthen brand awareness while increasing consumer interest in the product.

Previous research by Norizan et al (2023) indicates that social media interactive features and brand awareness jointly influence purchase intentions within a social commerce environment. Furthermore, Komariah et al (2026) found that social commerce factors such as TikTok Shop, when combined with brand awareness, exert a simultaneous influence on purchase interest by enhancing consumer trust and engagement. Research by Izza et al (2024) also reveals that the use of TikTok Shop as a promotional medium, supported by high brand awareness, has a positive effect on purchase interest, particularly among students who are frequently exposed to digital promotional content. Based on these theories and previous research findings, the researchers argue that the combination of promotional effectiveness on TikTok Shop and high brand awareness can

collectively increase consumer trust, interest, and purchase intention. Thus, the proposed hypothesis is:

**H3: TikTok Shop and Brand Awareness simultaneously have a significant effect on purchase intention for Maybelline Blush-On**

### Conceptual Framework

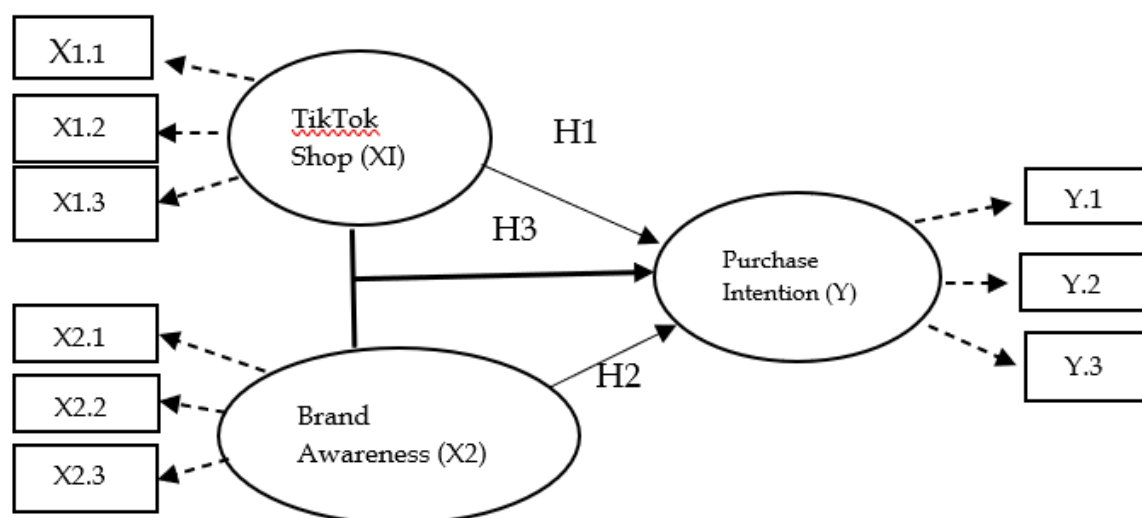


Figure 1. Conceptual Framework

### RESEARCH METHOD

This study employs a quantitative research approach to examine objective factors and obtain numerically measurable data. The method used is a survey or questionnaire, which aims to collect a sample of respondents in order to obtain specific and accurate information regarding the phenomenon under study. The research location is the Faculty of Economics and Business (FEB) at PGRI Adi Buana University in Surabaya, located at Jl. Dukuh Menanggal XII, Surabaya. The research is scheduled to take place from November 2025 to December 2025.

The population in this study consists of all female students at the Faculty of Economics and Business (FEB) of PGRI Adi Buana University in Surabaya who actively use the TikTok app and have viewed or interacted with TikTok Shop content featuring Maybelline cosmetics, specifically blush-on products. The exact size of the population in this study is unknown, as not all female students who use TikTok actively interact with TikTok Shop and Maybelline products; consequently, the number is fluctuating and not fixed over time. In this study, the sample consists of female students from the Faculty of Economics and Business (FEB) at PGRI Adi Buana University in Surabaya, enrolled between 2022 and 2025, who actively use Maybelline blush-on products and were identified via TikTok. The sample size for this study is 90 respondents. This number was determined using Roscoe's theoretical guidelines as cited in Ferdinand (2014), which state that a representative sample size should range from five to ten times the number of indicators used in the study. Sampling techniques are methods for determining the sample that will serve as the source of research data (Sugiyono, 2018). In this study, the sampling technique used was Non-Probability Sampling. The method used in this study is accidental sampling, which is a technique for determining a sample based on chance, where anyone who is accidentally encountered and meets the criteria as a respondent can be included in the sample (Sugiyono, 2018). This technique was chosen because this study targets a specific group of respondents, namely female students of

the Faculty of Economics and Business (FEB) at PGRI Adibuana University, Surabaya, from the 2022–2025 cohorts who actively use Maybelline blush-on products obtained through TikTok.

In this study, the researcher used primary data sourced from questionnaire responses provided by the selected sample, namely students of the Faculty of Economics and Business (FEB) at PGRI Adi Buana University in Surabaya. This questionnaire was designed to measure the variables of TikTok Shop, Brand Awareness, and Purchase Interest in Maybelline Blush-On products. Collecting this primary data directly from the respondents was done to obtain factual and valid information regarding the influence of TikTok Shop and Brand Awareness on students' purchase intention for Maybelline Blush-On products.

In this study, the data collection tool used was a questionnaire. The questionnaire was administered to respondents to gather data on the influence of TikTok Shop and Brand Awareness on the Purchase Intention for Maybelline Blush-On products among students at the Faculty of Economics and Business (FEB) of PGRI Adi Buana University in Surabaya. Respondent answers were measured using a Likert scale. Data analysis was conducted using multiple linear regression to determine the influence of each independent variable on the dependent variable (Ghozali, 2018). Prior to the regression analysis, instrument tests were conducted, including validity and reliability tests, as well as classical assumption tests such as normality, multicollinearity, heteroscedasticity, and autocorrelation to ensure the model's suitability. Subsequently, hypothesis testing was performed using the t-test to determine partial effects, the F-test for simultaneous effects, and the coefficient of determination ( $R^2$ ) to measure the extent of the independent variables' contribution to the dependent variable. With this method, it is hoped that the study will yield valid and reliable findings capable of comprehensively explaining the relationship between TikTok Shop, brand awareness, and purchase intention.

## RESULT AND DISCUSSION

### Results

#### Validity Test Results

A validity test is conducted to determine whether an indicator included in a questionnaire is valid. A questionnaire is considered valid if it is able to measure what it is intended to measure, and the degree of validity indicates that the collected data does not deviate from the true nature of the variable (Ghozali, 2018).

**Table 1. Validity Test Results**

Variable	Question Item	R- count	Corelate	Description
<b>Tik Tok Shop (X1)</b>	X1.1.1	0,00	0,05	Valid
	X1.1.2	0,00	0,05	Valid
	X1.1.3	0,00	0,05	Valid
	X1.2.1	0,00	0,05	Valid
	X1.2.2	0,00	0,05	Valid
	X1.2.3	0,00	0,05	Valid
	X1.3.1	0,00	0,05	Valid
	X1.3.2	0,00	0,05	Valid
	X1.3.3	0,00	0,05	Valid
<b>Brand</b>	X2.1.1	0,00	0,05	Valid

<b>Awareness (X2)</b>	X2.1.2	0,01	0,05	Valid
	X2.1.3	0,00	0,05	Valid
	X2.2.1	0,00	0,05	Valid
	X2.2.2	0,00	0,05	Valid
	X2.2.3	0,00	0,05	Valid
	X2.3.1	0,00	0,05	Valid
	X2.3.2	0,00	0,05	Valid
	X2.3.3	0,00	0,05	Valid
	<b>Purchase Intention (Y)</b>	Y1.1	0,00	0,05
Y1.2		0,00	0,05	Valid
Y1.3		0,00	0,05	Valid
Y2.1		0,00	0,05	Valid
Y2.2		0,00	0,05	Valid
Y2.3		0,00	0,05	Valid
Y3.1		0,00	0,05	Valid
Y3.2		0,00	0,05	Valid
Y3.3		0,00	0,05	Valid

Source: Processed Data (2026)

The validity test results in Table 1 show that all indicators for the variables TikTok Shop (X1), Brand Awareness (X2), and Purchase Intention (Y) have a calculated  $r$  value  $> 0.3$  and a significance level  $\leq 0.05$ ; therefore, they are deemed valid and suitable for further testing.

### Reliability Test Results

A reliability test was conducted to determine whether each indicator in the questionnaire used in this study is reliable. A reliability test can be considered reliable if the Cronbach's alpha value is  $> 0.6$  (Ghozali, 2018). The analysis yielded the following reliability coefficients:

**Table 2. Reliability Test Results**

Variable	Cronbach's Alpha	Critical Value	Description
<b>Tik Tok Shop(X1)</b>	0,736	0,6	Reliable
<b>Brand Awareness(X2)</b>	0,704	0,6	Reliable
<b>Purchase Intention(Y)</b>	0,746	0,6	Reliable

The reliability test results in Table 2 show that the Cronbach's Alpha values for TikTok Shop (0.736), Brand Awareness (0.704), and Purchase Intention (0.746) are greater than 0.6; therefore, all variables are deemed reliable and suitable for further analysis.

### Normality Test Results

The data normality test is used to determine whether, in the regression model, the dependent variable, the independent variables, or both follow a normal distribution. The results of this study can be seen from the Non-parametric Kolmogorov-Smirnov (K-S) test, with a significance level greater than 0.05 (Ghozali, 2018). The test results are as follows:

**Table 3. Normality Test Results**

	Unstandarized Residual
N	90

Normal Parameters <sup>a,b</sup>	Mean	0.0000000
Most Extreme Differences	Std. Deviation	3.60712341
	Absolute	0.104
	Positive	0.088
	Negative	-0.104
Kolmogorov Smirnov Z		0.104
Asymp. Sig (2-tailed)		0.017

Source: Processed Data (2026)

Based on Table 3, the Asymp. Sig. (2-tailed) value of 0.017 in the Kolmogorov-Smirnov test indicates that the data are normally distributed and meet the requirements for analysis.

**Multicollinearity Test Results**

The multicollinearity test is used to determine whether there is correlation among the independent variables in the regression model. A good regression model should not exhibit correlation among the independent variables (Ghozali, 2018). This test is conducted by examining the Tolerance and VIF (Variance Inflation Factor) values.

**Table 4. Results of the Multicollinearity Test**

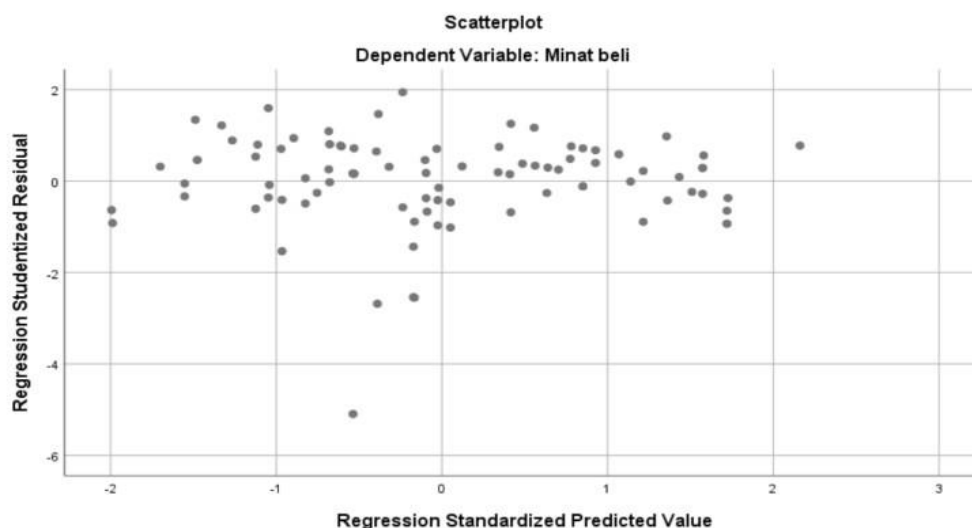
Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Tik Tok Shop	0.754	1.325
Brand Awareness	0.754	1.325

Source: Processed Data (2026)

Based on Table 4, all variables have tolerance values > 0.10 and VIF < 10, so there is no multicollinearity.

**Heteroscedasticity Test Results**

The heteroscedasticity test checks whether residuals have unequal variance. A good regression model shows homoscedasticity (no heteroscedasticity). This is indicated when data points are randomly scattered, show no clear pattern, and are spread above and below the Y-axis zero line (Ghozali, 2018). The test results are shown in the following figure:



**Figure 2. Results of the Heteroscedasticity Test**

Based on Figure 2, it can be seen that the data points are randomly distributed both above and below the 0 mark on the Y-axis; therefore, it can be concluded that there is no heteroscedasticity in the regression model.

### Results of the Autocorrelation Test

The autocorrelation test is used to determine whether there is a violation of the classical assumption of autocorrelation, namely the correlation that occurs between the residuals of one observation and another in the regression model (Ghozali, 2018).

**Table 5. Results of the Autocorrelation Test**

Durbin-Watson
1.611

Source: Processed Data (2026)

Based on the data in Table 5, the Durbin-Watson (DW) value is 1.611. Based on the Durbin-Watson test calculation, the DW value in this study is  $1.611 - 4 - du < 4 - dl$ , so  $2.114 - 1.7383 < 2.2617$ , indicating that there is no evidence of autocorrelation in this study.

### Multiple Linear Regression Analysis

After determining each variable, a multiple linear regression analysis was conducted to examine the effect of independent variables on the dependent variable using IBM SPSS version 25, producing the following results:

**Table 6. Results of the Multiple Linear Regression Test**

Variable	Question Item	R- count	Corelate	Description
Tik Tok Shop (X1)	X1.1.1	0,00	0,05	Valid
	X1.1.2	0,00	0,05	Valid
	X1.1.3	0,00	0,05	Valid
	X1.2.1	0,00	0,05	Valid
	X1.2.2	0,00	0,05	Valid
	X1.2.3	0,00	0,05	Valid
	X1.3.1	0,00	0,05	Valid
	X1.3.2	0,00	0,05	Valid
	X1.3.3	0,00	0,05	Valid

<b>Brand Awareness (X2)</b>	X2.1.1	0,00	0,05	<i>Valid</i>
	X2.1.2	0,01	0,05	<i>Valid</i>
	X2.1.3	0,00	0,05	<i>Valid</i>
	X2.2.1	0,00	0,05	<i>Valid</i>
	X2.2.2	0,00	0,05	<i>Valid</i>
	X2.2.3	0,00	0,05	<i>Valid</i>
	X2.3.1	0,00	0,05	<i>Valid</i>
	X2.3.2	0,00	0,05	<i>Valid</i>
	X2.3.3	0,00	0,05	<i>Valid</i>
<b>Purchase Intention (Y)</b>	Y1.1	0,00	0,05	<i>Valid</i>
	Y1.2	0,00	0,05	<i>Valid</i>
	Y1.3	0,00	0,05	<i>Valid</i>
	Y2.1	0,00	0,05	<i>Valid</i>
	Y2.2	0,00	0,05	<i>Valid</i>
	Y2.3	0,00	0,05	<i>Valid</i>
	Y3.1	0,00	0,05	<i>Valid</i>
	Y3.2	0,00	0,05	<i>Valid</i>
	Y3.3	0,00	0,05	<i>Valid</i>

Source: Processed Data (2026)

Based on the data in Table 6, the regression equation is as follows:

$$Y = 6.958 + 0.472X_1 + 0.319X_2 + e$$

Based on the results of the equation, the following can be explained:

1. The constant ( $\alpha$ ) is 6.958, meaning that if the values of the TikTok Shop (X1) and Brand Awareness (X2) variables are 0, then Purchase Interest (Y) is 6.958
2. The regression coefficient for the TikTok Shop variable (X1) is 0.472, meaning that a one-unit increase in TikTok Shop (X1) results in a 0.472 increase in Purchase Interest (Y).
3. The regression coefficient for the Brand Awareness variable (X2) is 0.319, meaning that every one-unit increase in Brand Awareness (X2) results in an increase in Purchase Intention (Y) of 0.319.

The research results show that the regression coefficient of 0.472 is greater than 0.319; therefore, TikTok Shop is the dominant variable influencing Purchase Interest..

### Coefficient of Determination (R<sup>2</sup>)

The coefficient of determination measures how well the model explains variation in the dependent variable (Ghozali, 2018). The value used is the adjusted R-squared, taken from the model summary in Table 7:

**Table 7. Coefficient of Determination Test Results**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.516 <sup>a</sup>	0.266	0.249	3.648

Source: Processed Data (2026)

Based on the data in Table 8, the correlation coefficient (R) is 0.516. Based on the interpretation of the correlation coefficient, it can be stated that the correlation indicates a strong

relationship, meaning that the variables TikTok Shop (X1) and Brand Awareness (X2) have a strong relationship with the variable Purchase Intention (Y).

### Partial t-Test

The t-test is used to test whether an independent variable has an effect on the dependent variable.

**Table 8. Partial t-Test**

Model	t	Sig.	Description
<b>Tik Tok Shop(X1)</b>	3.399	0,001	<b>Affects</b>
<b>Brand Awareness(X2)</b>	2.201	0,030	<b>Affects</b>

Source: Processed Data (2026)

Based on the results in Table 8, it can be concluded that:

1. For the TikTok Shop variable (X1), the Sig. value is  $0.001 < 0.05$ ; therefore, H0 is rejected and H1 is accepted, meaning that the TikTok Shop variable (X1) influences Purchase Intention (Y).
2. For the Brand Awareness variable (X2), the Sig. value is  $0.030 < 0.05$ , so H0 is rejected and H1 is accepted, meaning that the Brand Awareness variable (X2) influences Purchase Intention (Y).

### Simultaneous F-Test

The F-test is used to determine whether all independent variables collectively influence the dependent variable. This test indicates whether the regression model as a whole is valid and significant for explaining the dependent variable

1. H0 = All independent variables together or simultaneously do not have a significant effect on the dependent variable.
2. H1 = All independent variables together or simultaneously have a significant effect on the dependent variable.

**Table 9. Simultaneous F-Test**

Model	F	Sig.
<b>Regression</b>	15.780	0,000 <sup>b</sup>

Source: Processed Data (2026)

In Table 9, the significance level is  $0.000 < 0.05$ . Based on these results, it can be concluded that the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted. This means that the variables TikTok Shop (X1) and Brand Awareness (X2) together have a significant or simultaneous effect on the variable Purchase Intention (Y).

### Discussion

#### The Effect of TikTok Shop (X1) on Purchase Intention (Y)

The results of the hypothesis testing indicate that the TikTok Shop variable has a significance value of  $0.001 < 0.05$ ; therefore, it can be concluded that TikTok Shop has a positive and significant effect on purchase intention. This is also supported by the calculated t-value being greater than the critical t-value. Furthermore, the positive regression coefficient indicates that every increase in the effectiveness of using TikTok Shop as a marketing medium will be followed by an increase in consumer purchase intent toward Maybelline blush-on products.

Theoretically, these findings align with concepts of consumer behavior and social commerce, which state that ease of access to information, interactivity, and an engaging shopping experience can enhance consumer purchase intention (Kotler & Keller, 2018). In this context, TikTok Shop successfully integrates entertainment and transactional functions into a single platform, thereby strengthening consumer engagement with the product.

The analysis results indicate that TikTok Shop serves as an effective medium in influencing students' purchase intention. Through short-form videos, live shopping, product reviews, and seamless transactions within a single app, consumers can access product information quickly, visually, and engagingly. Short-form video content helps consumers understand a product's advantages in a short time, while the live shopping feature builds trust by enabling direct interaction between sellers and potential buyers. Additionally, user reviews and influencer recommendations serve as forms of social proof capable of influencing consumers' perceptions and beliefs regarding the product.

Respondents stated that promotional content, user reviews, and influencer recommendations on TikTok made them more interested in trying and purchasing products. This indicates that content-based marketing strategies and influencer marketing implemented through TikTok Shop are capable of shaping positive perceptions and increasing product appeal among students.

These findings suggest that social commerce via TikTok can create an interactive and enjoyable shopping experience, thereby increasing consumer engagement and driving higher purchase intention. This study aligns with research conducted by Jeaniefer et al (2024), which found that content marketing and brand awareness play a significant role in driving purchase intentions through TikTok Shop. Thus, the results of this study reinforce previous findings while affirming that TikTok Shop is an effective digital marketing platform for increasing consumer purchase intention.

### **The Effect of Brand Awareness (X2) on Purchase Intention (Y)**

The results of the hypothesis testing indicate that the Brand Awareness variable has a significance value of  $0.030 < 0.05$ , so it can be concluded that Brand Awareness has a positive and significant effect on purchase interest. This is also supported by the positive regression coefficient value, indicating that every increase in brand awareness is followed by an increase in consumer purchase interest in Maybelline products.

Theoretically, this finding aligns with consumer behavior concepts stating that brand awareness is the initial stage in the purchase intentions making process. Consumers tend to choose brands they already know and remember because they are perceived as safer, more trustworthy, and of higher quality compared to unknown brands (Tjiptono, 2020).

Analysis results indicate that Maybelline, as a widely recognized cosmetics brand, possesses a strong image in consumers' minds. Respondents stated that they feel more confident and assured about purchasing products frequently featured in advertisements or social media content. High brand recognition makes it easier for consumers to recall the product (brand recall) and recognize the brand upon seeing it (brand recognition), thereby enhancing perceptions of quality and trust in the product.

Additionally, brand awareness plays a role in reducing perceived risk in purchasing cosmetic products. Consumers tend to feel safer choosing products from brands with a good

reputation, as these are associated with consistent quality and have been used by many people. Thus, the higher a product's brand awareness, the greater the likelihood that consumers will choose it.

Thus, brand awareness plays a crucial role in building trust and shaping positive consumer perceptions, which ultimately drive increased purchase intention. The findings of this study align with previous research conducted by Jannah et al (2024), which found that brand awareness has a positive and significant influence on purchase intention for beauty products. Brands that are widely recognized and easily memorable can enhance consumer trust and drive purchase intention. Thus, this study reinforces previous findings that brand awareness is a key factor in influencing consumer behavior, particularly within the cosmetics industry.

### **The Effect of TikTok Shop (X1) and Brand Awareness (X2) on Purchase Intention (Y)**

Based on the results of the simultaneous test (F-test), a significance value of  $0.000 < 0.05$  was obtained, so it can be concluded that the variables TikTok Shop and Brand Awareness together have a significant effect on Purchase Intention. This indicates that both independent variables simultaneously play an important role in explaining the variation in consumer purchase intention. The coefficient of determination (R-Square) value of 0.266 indicates that 26.6% of the variation in Purchase Intention can be explained by the TikTok Shop and Brand Awareness variables, while the remaining 73.4% is influenced by other factors outside the research model, such as price, product quality, promotions, or consumer psychological factors.

The analysis results show that the combination of marketing strategies through TikTok Shop and high brand awareness exerts a fairly strong influence in driving consumer purchase intention. TikTok Shop plays a role in providing easy access to information, presenting engaging content, and offering an interactive shopping experience. Meanwhile, Brand Awareness plays a role in building trust, confidence, and positive perceptions regarding product quality in consumers' minds.

These findings indicate a synergy between technological aspects (digital platforms) and psychological aspects (brand perception) in influencing consumer behavior. TikTok Shop is able to attract attention and increase consumer engagement through creative and interactive content, while Brand Awareness reinforces consumer decisions by providing a sense of security and trust in the products offered. The synergy between these two variables makes consumers not only emotionally engaged through digital content but also rationally confident in the chosen brand. Thus, a digital marketing strategy supported by strong brand power will be more effective in boosting purchase intention compared to relying on just one factor alone. These findings align with research conducted by Jeaniefer et al (2024), which demonstrated that digital marketing activities on TikTok particularly through marketing content and social commerce features can increase consumer purchase intention. This study confirms that the combination of engaging content and brand strength is a critical factor in driving purchasing intention.

## CONCLUSION

Based on the results of this study, it can be concluded that the TikTok Shop variable has a positive and significant effect on purchase intention, meaning that the more effectively TikTok Shop is utilized as a marketing medium, the higher consumers' purchase intention becomes. Additionally, Brand Awareness was also found to have a positive and significant effect on purchase intention, indicating that the higher the level of consumer awareness of a brand, the greater their tendency to make a purchase. Simultaneously, TikTok Shop and Brand Awareness together have a significant influence on purchase intention. Thus, overall, this study shows that marketing strategies through social commerce platforms such as TikTok Shop, supported by a high level of Brand Awareness, are capable of increasing consumer purchase intention, particularly among college students as active social media users.

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