

The Influence Marketing on Purchasing Decisionson the TikTok Platform (Case Study of Glad2Glow Products in Bandung City in 2026)

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Abstract

This study aims to analyze the influence of Influencer Marketing on Purchase Decisions for Glad2Glow products on the TikTok platform in Bandung City. The background of the study is based on the rapid development of social commerce and the increasing use of TikTok as a digital marketing medium, especially in the skincare industry. The presence of influencers is considered capable of building attention, trust, and influencing consumer decisions in making product purchases. This study uses a quantitative approach with an explanatory research type. Data were obtained by distributing questionnaires to 124 respondents who live in Bandung City, are active TikTok users, and have seen promotional content for Glad2Glow products. The sampling technique used purposive sampling. Data were analyzed using descriptive analysis and simple linear regression to test the influence of Influencer Marketing variables on Purchase Decisions. The results showed that respondents' perceptions of Influencer Marketing were in the good category. Consumer purchasing decisions also showed a positive trend after obtaining information from promotional content on TikTok. The results of simple linear regression produced the equation $Y = 37.433 + 0.812X$ which indicates that Influencer Marketing has a positive influence on Purchase Decisions. The results of the hypothesis test showed a calculated t-value of 19.218, which is greater than the t-table value of 1.980, with a significance value of $0.000 < 0.05$. Therefore, H_0 is rejected and H_1 is accepted. Furthermore, the correlation value of 0.867 indicates a very strong relationship between Influencer Marketing and Purchase Decisions. The coefficient of determination (R^2) of 0.752 indicates that Influencer Marketing explains 75.2% of the variation in Purchase Decisions, while the remaining 24.8% is influenced by factors outside the study. Based on the results of the study, it can be concluded that Influencer Marketing has a positive and significant influence on Purchase Decisions for Glad2Glow products on the TikTok platform in Bandung City. This finding indicates that marketing strategies through influencers are a crucial factor in increasing consumer purchase decisions in the skincare industry.

INTRODUCTION

Advances in internet technology have transformed people's buying and selling habits and driven the development of the concept of social commerce, namely the integration of social media and commerce. According to Jamil et al. (2024), one form of social commerce that is growing rapidly is TikTok Shop, while Yanti et al. (2023) state that TikTok Shop has become one of the most popular online shopping platforms in Indonesia. This change is driven by digitalization, which enables more personalized and participatory interactions between businesses and

consumers. Erlangga et al. (2024) explain that experience-based consumption is beginning to replace traditional consumption patterns as society's digital connectivity increases, making technology a crucial factor in the growth of Indonesia's digital market.

The growth of social media has also strengthened TikTok's position as an influential platform in people's lives. According to Montag et al. (2021), platforms like Instagram, YouTube, and TikTok are used to meet needs for entertainment, information, social interaction, education, and even economic activity. TikTok has a recommendation system that can tailor content based on user interests through its For You Page (FYP). Zhang and Liu (2021) explain that this capability allows for broader content distribution while increasing user engagement and loyalty. This makes TikTok an effective medium for brands and influencers to build relationships with consumers.

Data from We Are Social (2025) shows that Indonesia has the largest number of TikTok users in the world. The number of TikTok users in Indonesia reached 194.37 million in July 2025, surpassing the United States and Brazil. Furthermore, according to Data.ai, as cited by Yoghiana et al. (2025), TikTok had over 1.9 billion monthly active users globally in 2024. This large user base indicates that TikTok has significant potential as a digital marketing medium, particularly in the skincare industry, which utilizes short-form video content on the Facebook Page (FYP) to attract consumer attention.

Along with this development, the skincare industry in Indonesia is also experiencing rapid growth. The growing public awareness of self-care has led to increasingly fierce competition between local and international brands. To gain an edge, many companies are utilizing influencer marketing strategies. According to Pan et al. (2024), influencer marketing is a form of marketing that leverages a person's influence on social media to promote a product or service. Che Wel et al. (2024) explain that influencers play a role not only as a means of communication between brands and consumers but also as a means of building brand image and influencing purchasing decisions. Anggraini et al. (2024) found that promotions conducted by influencers can increase consumer purchase interest by up to 89.7%, while Anggraini and Ahmadi (2024) stated that influencers can attract consumer attention and improve purchasing decisions.

One brand implementing this strategy is Glad2Glow, which selected Syifa Hadju as its brand ambassador. According to Husein (2025), Syifa Hadju was selected based on her image suitability, natural beauty, dedication, and achievements, which align with Glad2Glow's brand values. In terms of audience reach, Syifa Hadju has approximately 21.9 million Instagram followers, while Glad2Glow's official account has approximately 723,000 followers. This makes Syifa Hadju one of the brand ambassadors with the largest audience reach compared to several other skincare brands. This large number of followers indicates strong potential for expanding the distribution of promotional messages and influencing consumer perceptions of Glad2Glow products.

In addition to her extensive reach, Syifa Hadju is also considered to possess attractiveness, credibility, popularity, and excellent communication skills in conveying product information. These characteristics make promotional messages more readily accepted by consumers, as they tend to trust well-known and well-liked figures. In the context of digital marketing, this indicates that Syifa Hadju's presence has the potential to influence consumer purchasing decisions for Glad2Glow products, particularly through the TikTok platform, which relies on visual and interactive content.

Glad2Glow's success is also evident in its sales performance. According to Fitriawati and Muanas (2025), based on Kompas Market Insight Dashboard data from August 8–14, 2024, Glad2Glow successfully became one of the best-selling skincare products, with sales reaching 6,000 units and a market share of 10.1%, higher than several of its competitors. This achievement demonstrates Glad2Glow's strong position in the Indonesian skincare market.

According to barta et al. (2023), original and entertaining content can create a positive experience, making followers more receptive to recommendations from influencers. Similarly, yang et al. (2021) explain that credibility and trust in influencers can increase consumer loyalty, purchase intention, and the desire to recommend products to others. Therefore, syifa hadju's presence on tiktok not only serves to introduce products but also build consumer closeness and trust in

glad2glow. This relationship can also be explained by the source credibility theory, which suggests that the effectiveness of a communication message depends on the perceived credibility of its source. Influencers who are considered trustworthy, attractive, and knowledgeable are more likely to persuade consumers and positively influence their purchasing decisions (ohanian, 1990). Moreover, the meaning transfer model proposed by mccracken (1989) explains that celebrities transfer symbolic meanings, such as personality, lifestyle, and values, to the brands they endorse. As a result, consumers may develop more favorable perceptions of a brand when it is represented by a celebrity whose image aligns with the brand's identity. These theories provide a strong conceptual foundation for understanding how influencer marketing can shape consumer behavior in the digital marketplace.

However, research on the effectiveness of influencer marketing has yielded conflicting findings. Sari et al. (2024), levina et al. (2023), astuti et al. (2025), and fatimah et al. (2025) found that influencer marketing had a positive and significant effect on interest in and purchasing decisions for skincare products. However, budiman et al. (2024), wijaya and keni (2022), rahmalida and susan (2025), and nabila et al. (2025) showed that this influence is not always significant because it can be influenced by other factors such as brand trust, brand image, brand awareness, price, and consumer attitudes toward the brand. The differences in these research results indicate that the effectiveness of influencer marketing still requires further study. In addition, previous studies have primarily examined influencer marketing across different brands, industries, or social media platforms without specifically focusing on how celebrity endorsements operate within tiktok's unique ecosystem. Since tiktok relies heavily on personalized algorithms, short-form video content, and high levels of user engagement, consumers may respond differently to influencer marketing compared to other social media platforms. Therefore, the effectiveness of influencer marketing on tiktok remains an important area for further investigation.

Furthermore, previous research has indeed discussed the influence of influencer marketing on glad2glow and other skincare products. However, research specifically examining the influence of influencer marketing through syifa hadju on purchasing decisions for glad2glow products on the tiktok platform with consumer respondents in bandung city has not yet been found. The differences in research objects, platforms, dependent variables, and research locations indicate a research gap that requires further investigation. Therefore, this study was conducted to determine the extent to which influencer marketing conducted by syifa hadju through tiktok can influence consumer purchasing decisions for glad2glow products in bandung.

Based on this background, the objectives of this study are: (1) To analyze the perceptions and conditions of influencer marketing. (2) To determine and analyze consumer purchasing decisions for Glad2Glow products. (3) To test and analyze the influence of influencer marketing on consumer purchasing decisions for Glad2Glow products on the TikTok platform.

Research Hypothesis

Based on the conceptual framework outlined, the research hypotheses are as follows:
 H_0 (Null Hypothesis): Influencer marketing does not significantly influence purchasing decisions for Glad2Glow products on the TikTok platform.

H_1 (Alternative Hypothesis): Influencer marketing has a positive and significant influence on purchasing decisions for Glad2Glow products on the TikTok platform..

METHODS

This study employs a quantitative methodology to assess the impact of influencer marketing on TikTok users' decisions to buy Glad2Glow items. Ghanad (2023) defines quantitative research as a scientific method that uses objective numerical data and statistical analysis to investigate correlations between variables empirically. A Likert-scale questionnaire, which is useful for gauging respondents' attitudes and perceptions, was used to collect data (Atika et al., 2025). This study aims to clarify the causal links between variables through explanatory research. Thamrin (2021) explains

that explanatory research in digital marketing can help understand how influencer credibility and content characteristics influence consumer behavior, while Che Wel et al. (2024) emphasize that a quantitative approach is commonly used in influencer marketing studies because it can objectively measure relationships between variables through statistical analysis.

The dimensions of homophily, expertise, trustworthiness, credibility, congruence with the product, entertainment value, informative value, and attractiveness are used to measure the independent variable in this study, which is influencer marketing. buy Decision, on the other hand, is the dependent variable and is determined by factors such as product selection, brand selection, seller selection, buy timing, purchase amount, and payment mode. A 5-point Likert scale is used to measure each indicator. According to Bourdeau et al. (2024), the Likert scale is the most commonly used method for measuring consumer perceptions, motivations, and evaluations, while Che Wel et al. (2024) state that this scale is widely used in influencer marketing research on TikTok.

The study population was all TikTok users in Bandung City who had viewed Glad2Glow promotional content from influencers. According to Shukla (2020), a population is all individuals with certain characteristics who are the focus of the study. The sample was selected using a non-probability sampling technique with a purposive sampling method. Respondents were selected using respondents who resided in Bandung City, were at least 17 years old, were active TikTok users, and had viewed Glad2Glow promotional content. Hanifah et al. (2024) stated that purposive sampling is effective in digital marketing research that requires respondents with specific experience. The sample size was determined using the Cochran formula for an unknown population, resulting in a minimum of 97 respondents, then rounded up to 100.

Primary and secondary data made up the research data. A Google Forms-based online survey was used to collect primary data. Likert questions are useful for objectively gauging respondents' opinions and views, claim Kagerbauer and Magdolen (2024). Journals, scholarly papers, research reports, and other publications around influencer marketing and consumer behaviour were the sources of secondary data. Nurrohmah and Gunawan (2021) assert that literature reviews contribute to the validity and conceptual framework of quantitative research. In addition to questionnaires, the research was also supported by observations, library research, and limited interviews. Wijaya (2021) explains that observation allows researchers to understand consumer behavior directly, while Rahman and Widyastuti (2022) state that interviews can provide a deeper understanding of respondents' experiences and perceptions.

Descriptive and inferential analysis were used to analyse the data. By calculating means, percentages, and frequency distributions, descriptive analysis was utilised to characterise respondent characteristics and the patterns of answers to research variables. Additionally, as there was only one independent variable and one dependent variable in the study, simple linear regression was used for inferential analysis. As part of the traditional assumption test, a normalcy test was carried out before the regression testing. To ascertain the impact of influencer marketing on purchasing decisions, a t-test was used for hypothesis testing at a significance level of 0.05. Additionally, the contribution of Influencer Marketing to the explanation of changes in customer purchasing decisions about Glad2Glow items on TikTok was measured using the coefficient of determination (R^2).

RESULTS AND DISCUSSION

Data Analysis and Interpretation

Validity Testing

A questionnaire's validity is assessed through validity testing. If a questionnaire's questions can indicate what the questionnaire is meant to measure, it is deemed valid (Ghozali, 2016). An item's authenticity can be ascertained by comparing its score to the overall score. The instrument item can be deemed legitimate if the correlation coefficient (r) is less than 0.05. On the other hand, the instrument item is invalid and needs to be changed or eliminated if the correlation r is more

than 0.05. IBM SPSS version 25 is a computer program used as a measurement tool in validity testing.

In this study, the item had an N value of 124. The R table was determined by looking at the probability using a two-tailed test with a significance level of 0.05. Next, the degrees of freedom (df) were calculated, i.e., $df = n - 2$. Therefore, the value of $df = 124 - 2 = 122$ is known. The R table for the validity test in this analysis is 0.176. The complete validity test can be seen in the following table:

Validity of the Influencer Marketing Variable (X)

Table 1. Validity of the Influencer Marketing Variable

Variable	R _{count}	R _{table}	Description
Influencer Marketing (X)			
X1	0,506	0,176	Valid
X2	0,579	0,176	Valid
X3	0,588	0,176	Valid
X4	0,612	0,176	Valid
X5	0,627	0,176	Valid
X6	0,652	0,176	Valid
X7	0,536	0,176	Valid
X8	0,570	0,176	Valid
X9	0,629	0,176	Valid
X10	0,654	0,176	Valid
X11	0,541	0,176	Valid
X12	0,558	0,176	Valid
X13	0,650	0,176	Valid
X14	0,615	0,176	Valid
X15	0,630	0,176	Valid
X16	0,497	0,176	Valid
X17	0,563	0,176	Valid
X18	0,543	0,176	Valid
X19	0,632	0,176	Valid
X20	0,579	0,176	Valid
X21	0,450	0,176	Valid
X22	0,483	0,176	Valid
X23	0,551	0,176	Valid
X24	0,468	0,176	Valid
X25	0,553	0,176	Valid
X26	0,508	0,176	Valid
X27	0,631	0,176	Valid
X28	0,518	0,176	Valid
X29	0,482	0,176	Valid
X30	0,515	0,176	Valid
X31	0,549	0,176	Valid
X32	0,523	0,176	Valid
X33	0,587	0,176	Valid
X34	0,530	0,176	Valid
X35	0,613	0,176	Valid
X36	0,562	0,176	Valid
X37	0,570	0,176	Valid
X38	0,620	0,176	Valid

X39	0,637	0,176	Valid
X40	0,720	0,176	Valid
X41	0,727	0,176	Valid
X42	0,687	0,176	Valid
X43	0,515	0,176	Valid
X44	0,611	0,176	Valid
X45	0,543	0,176	Valid
X46	0,524	0,176	Valid
X47	0,595	0,176	Valid
X48	0,568	0,176	Valid

Source: Data Processed by the Author

All of the 48 data points on variable X—influencer marketing—are legitimate, according to the validity test results in the table above. This is due to the fact that the computed R correlation value is higher than the 0.176 table R value.

Validity of the Purchase Decision Variable (Y)

Table 2. Validity of Purchase Decision Variables

Variable	R _{count}	R _{table}	Description
Purchase Decision (Y)			
Y1	0,567	0,176	Valid
Y2	0,463	0,176	Valid
Y3	0,556	0,176	Valid
Y4	0,600	0,176	Valid
Y5	0,605	0,176	Valid
Y6	0,631	0,176	Valid
Y7	0,512	0,176	Valid
Y8	0,541	0,176	Valid
Y9	0,531	0,176	Valid
Y10	0,495	0,176	Valid
Y11	0,522	0,176	Valid
Y12	0,452	0,176	Valid
Y13	0,626	0,176	Valid
Y14	0,504	0,176	Valid
Y15	0,453	0,176	Valid
Y16	0,507	0,176	Valid
Y17	0,453	0,176	Valid
Y18	0,580	0,176	Valid
Y19	0,474	0,176	Valid
Y20	0,458	0,176	Valid
Y21	0,599	0,176	Valid
Y22	0,569	0,176	Valid
Y23	0,529	0,176	Valid
Y24	0,580	0,176	Valid
Y25	0,600	0,176	Valid
Y26	0,589	0,176	Valid
Y27	0,723	0,176	Valid
Y28	0,614	0,176	Valid
Y29	0,625	0,176	Valid
Y30	0,482	0,176	Valid
Y31	0,525	0,176	Valid
Y32	0,457	0,176	Valid

Y33	0,425	0,176	Valid
Y34	0,463	0,176	Valid
Y35	0,587	0,176	Valid
Y36	0,485	0,176	Valid
Y37	0,491	0,176	Valid
Y38	0,399	0,176	Valid
Y39	0,357	0,176	Valid
Y40	0,480	0,176	Valid
Y41	0,550	0,176	Valid
Y42	0,498	0,176	Valid
Y43	0,528	0,176	Valid
Y44	0,539	0,176	Valid
Y45	0,610	0,176	Valid
Y46	0,557	0,176	Valid
Y47	0,504	0,176	Valid
Y48	0,549	0,176	Valid

Source: Data Processed by the Author

All of the 48 data points on variable Y—purchasing decisions—are valid, according to the validity test results in the above table. This is due to the fact that the computed R correlation value is higher than the 0.176 R table.

Reliability Test

Reliability testing is performed to show and prove that a data instrument is sound enough to be employed as a data gathering tool (Sugiyono, 2019). When the Cronbach's Alpha value is more than 0.6, the alpha coefficient is regarded as reliable. IBM SPSS version 25 will be used to calculate the data. The results of the reliability test for each variable can be seen in the following table:

Table 3. Reliability of X

Reliability Statistics	
Cronbach's Alpha	N of Items
.957	48

The reliability test analysis for the influencer marketing variable (X) produced a reliable value with a Cronbach's Alpha of 0.957, as the table above illustrates. If a variable's Cronbach's Alpha value is more than 0.6, it is deemed dependable generally.

Table 4. Reliability of Y

Reliability Statistics	
Cronbach's Alpha	N of Items
.946	48

The reliability test analysis for the purchasing choice variable (Y) produced a reliable value with a Cronbach's Alpha value of 0.946, according to the above table. If a variable's Cronbach's Alpha value is greater than 0.6, it indicates that the test item as a whole is dependable.

Classical Assumption Test Results

1. Normality Test

The purpose of the normality test is to ascertain whether the residuals or confounding variables in the regression model have a normal distribution. If both the independent and dependent variables have a normal distribution, the regression equation is deemed satisfactory (Ghozali, 2016). The IBM SPSS version 25 statistics program was used to create a normal probability plot for the normality test. This study used the One Sample Kolmogorov-Smirnov test with a significance level of 0.05, with the following decision-making process:

1. If the sig value is >0.05 , the data is normally distributed.
2. If the sig value is <0.05 , the data is not normally distributed.

Table 5. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		124
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	9.64457334
Most Extreme Differences	Absolute	.058
	Positive	.057
	Negative	-.058
Test Statistic		.058
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Data Processed by the Author

The N value for the normalcy test is 124 based on Table 5 above. According to the test results, the derived Asymp Sig. (2-tailed) value is 0.200, which is higher than 0.05. Consequently, this analysis shows that the data has a normal distribution.

1. Linearity Test

The linearity test aims to determine whether the obtained regression equation is linear. If the results indicate it is not linear, the regression analysis cannot proceed. The criteria for the linearity test are:

1. Significant Deviation from Linearity >0.05 , indicating the model is linear.
2. Significant Deviation from Linearity ≤ 0.05 , indicating the model is nonlinear.

The results of the linearity test analysis can be seen in the table below:

Table 6. Linearity Test
ANOVA Table

			Sum of		Mean		
			Squares	df	Square	F	Sig.
Purchase Decisions *	Between	(Combined)	40461.977	56	722.535	8.621	.000
Influencer Marketing	Groups	Linearity	34636.255	1	34636.255	413.257	.000
		Deviation from Linearity	5825.722	55	105.922	1.264	.180
Within Groups			5615.467	67	83.813		
Total			46077.444	123			

Source: Data Processed by the Author

The table above displays the significance value of the Deviation from Linearity between the influencer marketing variable and the purchasing decision variable, which is 0.180, according to the linearity test results. The correlation between the independent and dependent variables is linear if the significance value is more than 0.05, according to the decision-making criterion.

1. Heteroscedasticity Test

In a linear regression model, the heteroscedasticity test determines if the variances of the residuals for each observation are unequal. When the variances of the errors for every observation

of each independent variable in a regression model are unequal, this is known as heteroscedasticity. Finding out if there is inequality in the variances of the residuals between several observations in the regression model is the goal of the heteroscedasticity test. A decent regression model is one that does not show heteroscedasticity, according to Ghozali (2018). The Glejser Test was utilised in this study's heteroscedasticity test. The following table displays the test results.

Table 7. Heteroscedasticity Test

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	11.597	5.179		2.239	.027
Influencer Marketing	-.019	.025	-.068	-.753	.453

a. Dependent Variable: ABS_RES

Source: Data Processed by the Author

According to the preceding table, the significant value of variable X, influencer marketing, is 0.453 according to the heteroscedasticity test results using the Glejser test. This number is higher than 0.05. Consequently, this study shows that the regression model does not contain heteroscedasticity.

Simple Linear Regression Analysis

A straightforward linear regression analysis can be used to ascertain the impact of the independent variable, influencer marketing, on the dependent variable, purchasing decisions. A computer running SPSS (Statistical Program for Social Science) version 25 was used to administer this test. The outcomes are as follows:

Table 8. Simple Linear Regression Analysis

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	37.433	8.720		4.293	.000
Influencer Marketing	.812	.042	.867	19.218	.000

a. Dependent Variable: Buying decision

Source: Data Processed by the Author

Based on Table 8, the following simple linear regression equation model can be obtained:

$$Y = 37.433 + 0.812 X + \epsilon$$

This equation can be interpreted as follows:

1. According to the preceding equation, the constant value (a) is 37.433, which indicates that the purchase decision value is 37.433 if the influencer marketing variable has a value of 0.
2. The influencer marketing variable (X) has a coefficient value of 0.812, which indicates that a 1 increase in influencer marketing would result in a 0.812 rise in purchase decisions. Purchase decisions and influencer marketing have a positive regression coefficient. This suggests that more influencer marketing will result in more purchases.

Coefficient of Determination (R²)

The results of the simple linear regression analysis also produced a coefficient of determination value of R². This value can be seen in the following table.

Table 9. Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.867 ^a	.752	.750	9.68402
a. Predictors: (Constant), Influencer Marketing				
b. Dependent Variable: Purchase Decicion				

Source: Data Processed by the Author

According to Table 9, the R-square column displays the coefficient of determination (R²), which is 0.752. This value shows that the influencer marketing variable significantly affects the purchasing decision variable of 0.752 (75.2%), with other variables outside the study model influencing the remaining 24.8%.

Hypothesis Testing

1. F-Test

The results of the simultaneous testing in this analysis can be seen in the following table.

Table 10. F-Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34636.255	1	34636.255	369.334	.000 ^b
	Residual	11441.189	122	93.780		
	Total	46077.444	123			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Influencer Marketing

Source: Data Processed by the Author

Table 10 above shows that the Ftable value is 3.919 with df (n1) = 1 and df (n2) = 122. As a result, the simultaneous test, often known as the F-test, produces an F-count of 369.334 and an F-table of 3.919. With a significance level of $0.000 < \alpha 0.05$, this value shows that F-count > F-table. Influencer marketing, the independent variable, has an overall impact on purchasing decisions as the dependent variable, according to the hypothesis, which rejects H0 and accepts H1.

1. T-Test

To show how much each independent variable affects the dependent variable separately, hypothesis testing is done. The hypothesis test was employed in this study to ascertain how influencer marketing affected consumers' decisions to buy. The independent variable affects the dependent variable if the computed t-value is higher than the t-value. The following are the hypothesis test's findings:

Table 11. T-Test Analysis Results

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	37.433	8.720		.000
	Influencer Marketing	.812	.042	.867	.000

a. Dependent Variable: Purchase Decision

Source: Data Processed by the Author

1. Test Results for the Influence of Influencer Marketing on Purchasing Decisions

The t table is 1.980 and the computed t value is 19.218 based on the aforesaid table. Consequently, it can be said that the significance value is $0.000 < 0.05$ and the computed t value is higher than the t value. H0 is rejected and H1 is accepted in light of the hypothesis. Consequently,

purchasing decisions are significantly and somewhat positively impacted by the influencer marketing variable.

Correlation Test

The results of the correlation test in this study can be seen in the following table.

Table 12. Correlation Test

Correlations		Influencer Marketing	Keputusan Pembelian
Influencer Marketing	Pearson Correlation	1	.867**
	Sig. (2-tailed)		.000
	N	124	124
Keputusan Pembelian	Pearson Correlation	.867**	1
	Sig. (2-tailed)	.000	
	N	124	124

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Data Processed by the Author

The correlation value can be determined in the following correlation interval table.

Table 13. Correlation Interval

Coefficient Interval	Relationship Level
0.00 – 0.199	Very low
0.20 – 0.399	Low
0.40 – 0.599	Moderate
0.60 – 0.799	Strong
0.80 – 1.000	Very strong

The purchasing decision variable and the influencer marketing variable have a correlation value of 0.867. This value falls into the extremely strong correlation category based on the correlation interval shown in the preceding table. Furthermore, the sig. Therefore, it may be concluded that the two variables have a substantial correlation or positive association (0.000 < 0.05).

CONCLUSION

Based on the research results, it can be concluded that influencer marketing for Glad2Glow products on the TikTok platform received a positive response from respondents. All respondents were TikTok users residing in Bandung and had seen Glad2Glow promotional content, enabling them to provide assessments in line with the research objectives. Respondents assessed that influencer marketing was able to attract attention through attractiveness, trustworthiness, product relevance, and the information conveyed in the promotional content.

Consumer purchasing decisions for Glad2Glow products indicate that consumers considered various information obtained from TikTok before making a purchase. TikTok serves not only as an entertainment medium but also as a marketing medium that helps consumers identify products, evaluate their benefits, and make purchasing decisions.

With the regression equation $Y = 37.433 + 0.812X$, the findings of a straightforward linear regression study show that influencer marketing has a favourable impact on purchasing decisions.

The regression coefficient value of 0.812 suggests that a rise in consumer purchase decisions will follow an improvement in influencer marketing quality. These conclusions were confirmed by the hypothesis test results, which had a significance value of $0.000 < 0.05$ and a computed t-value of 19.218, which was higher than the t-table of 1.980. As a result, H_1 was approved and H_0 was refused. Additionally, a substantial association between influencer marketing and purchasing decisions was shown by the correlation value of 0.867.

The significant contribution of influencer marketing to purchasing decisions is demonstrated by the R-square value of 0.752, indicating that 75.2% of the variation in purchasing decisions can be explained by influencer marketing, while the remaining 24.8% is influenced by other factors such as price, product quality, brand image, consumer reviews, promotions, brand trust, and product usage experience. Overall, this study demonstrates that influencer marketing plays a significant and dominant role in influencing purchasing decisions for Glad2Glow products on TikTok, particularly among young female consumers in Bandung who actively use the platform.

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