

The Influence of Affiliate Marketing, Live Streaming, and Online Customer Reviews on Purchasing Decisions of Facetology Sunscreen Products on TikTok Shop

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DOI : <https://doi.org/10.61796/jaide.v3i3.1875>



Sections Info

Article history:

Submitted: December 28, 2025
Final Revised: January 22, 2026
Accepted: February 18, 2026
Published: March 15, 2026

Keywords:

Affiliate marketing
Live streaming
Online customer review
Purchasing decision
TikTok shop

ABSTRACT

Objective: This study aims to analyze the influence of affiliate marketing, live streaming, and online customer reviews on purchasing decisions for Facetology sunscreen products on TikTok Shop. **Method:** This research uses a quantitative approach with a survey method by distributing questionnaires to 100 respondents who have used Facetology products. The data analysis technique used Partial Least Square (PLS) to examine the relationship between variables. **Results:** The results show that affiliate marketing, live streaming, and online customer reviews have a positive and significant effect on purchasing decisions. Live streaming has the most dominant influence because it provides direct information, increases interaction, and builds consumer trust. **Novelty:** In addition, affiliate marketing and online customer reviews also play an important role in providing information and recommendations that influence consumer purchasing decisions. This study indicates that digital marketing strategies are effective in increasing purchasing decisions for skincare products on TikTok Shop.

INTRODUCTION

In the current digital era, product marketing through online platforms is rapidly growing, providing new opportunities for companies to reach consumers directly. This also applies to consumers who are becoming more discerning and selective in choosing products, as there are many options available. The trend of online shopping is also increasingly favored by the public, as it allows them to shop without having to visit shopping centers directly. In addition, the rapid development of technology has also driven an increase in the number of buyers and sales in the online sector. One of the industries that is increasingly utilizing digital platforms is the beauty industry, particularly in the skincare sector, which has undergone a massive transformation in line with the advancement of digital technology.

Digital platforms such as e-commerce, TikTok, and various beauty marketplaces have become interactive spaces for skincare brands to reach consumers directly. TikTok Shop was officially launched in Indonesia on April 17, 2021, as a new feature within the TikTok app. This feature is an innovation in social commerce designed to connect sellers, buyers, and creators, creating a smooth, enjoyable, and comfortable shopping experience for all parties. Aimed at bridging collaboration between TikTok creators and various beauty brands, it didn't take long for many brands to start joining and utilizing TikTok Shop as their sales platform. Along with the changes in the era of globalization, people who used to shop offline are now becoming online shoppers. However, amidst the

increasingly fierce competition, the effectiveness of utilizing digital platforms has become the key to the success of a skincare beauty brand.

With the continuously growing skincare industry, PT. Facetology Innovation Technology was established in 2022, specializing in beauty and care [1]. One of the local Indonesian brands that has successfully attracted the attention of Gen Z is Facetology Sunscreen, which offers a variety of products, including the Triple Care Sunscreen SPF 40 PA+++, promoting the concept of "new era of your dream sunscreen" (Facetology, 2024) [2]. Facetology educates about the importance of using sunscreen by raising public awareness of skin protection from UV exposure. Facetology's sunscreen products have indeed become bestsellers because they are known as hybrid sunscreens, combining the advantages of other types of sunscreens. With a lightweight and easily absorbed formulation, this sunscreen has become the choice of many active customers who care about their skin health. In addition, Facetology sunscreen products are also registered with BPOM (Facetology.id) [3]. Facetology has frequently appeared on the TikTok accounts of well-known influencers in Indonesia, thereby strengthening its popularity among consumers. In 2023, Facetology sunscreen experienced a decline due to seasonal factors or changes in consumer behavior. Here is the graph showing the decline in sunscreen sales in 2023.

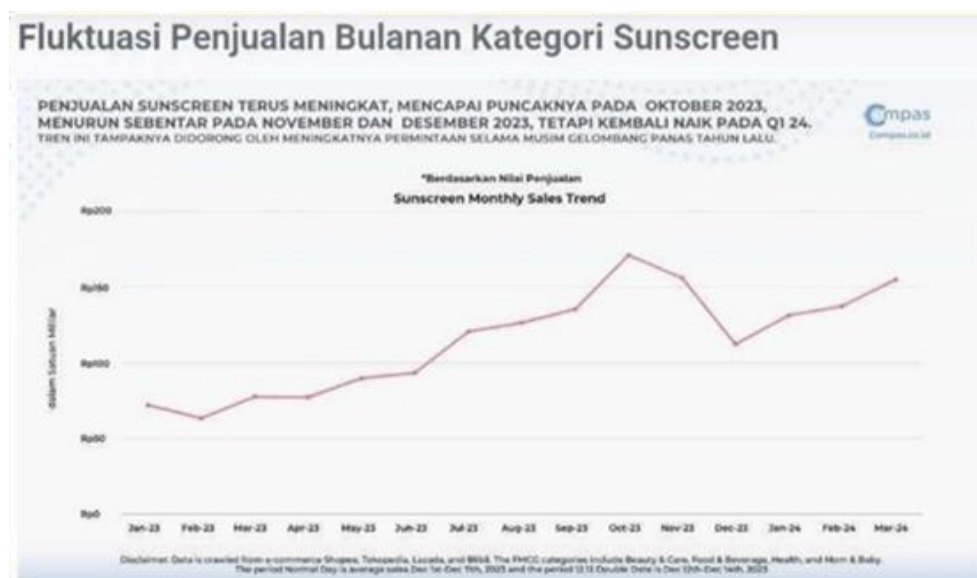


Figure 1. Monthly Sales Fluctuation of Facetology Sunscreen.

As seen in Figure 1, the monthly sales trend of sunscreen experienced a decline in December 2023 but rose again during Q1 2024. The decline that occurred in Q2 2023 was caused by seasonal factors or changes in consumer behavior. Interestingly, the compas.co.id team found a significant increase in sunscreen sales in October 2023. It appears that the significant increase was due to the heatwave conditions, resulting in a sharp surge in sunscreen sales worth RP171 billion in one month. In 2024, Facetology occupies an important position in sunscreen sales in the Indonesian e-commerce market. Here is the chart of the top-selling sunscreens of 2024.

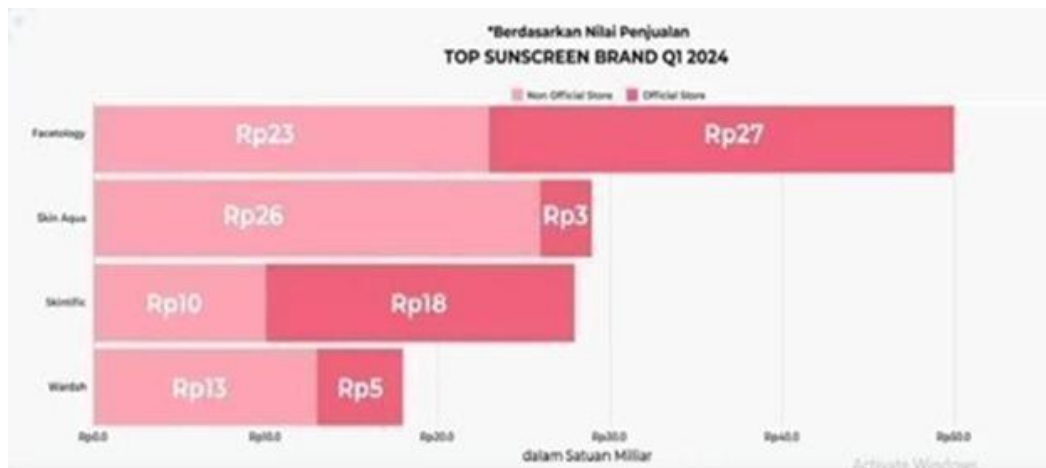


Figure 2. Top-Selling Sunscreen Facetology of 2024.

Based on Figure 2, sunscreen sales in 2024 reached Rp27 billion in the official store and Rp23 billion in the non-official store, resulting in total sunscreen sales for Facetology in 2024 amounting to Rp50 billion. The official store contributed significantly to the total sales, with a quite substantial figure. The sales of this brand are primarily driven by the official Facetology store on TikTok Shop, which contributes 52% of the total sunscreen sales.

The phenomenon in this study is that Facetology products are often promoted through social media platforms such as Instagram, TikTok, or YouTube, which greatly influence purchasing decisions. Consumers tend to be influenced by reviews and testimonials from beauty influencers or other users who have already tried the product. The importance of endorsements or recommendations from experts in influencing purchasing decisions for Facetology products, where consumers feel more confident to buy after receiving advice from authorities considered to be experts. Consumers who are satisfied with Facetology products tend to leave positive reviews on various e-commerce platforms or social media. These positive testimonials create a strong "word of mouth" phenomenon in purchasing decisions. If other consumers find the Facetology product helpful, they will be more likely to try the product, especially if they see real results that match the product's claims.

The purchase decision is an important stage in marketing that determines the success of a product in the market [4]. Purchase decisions are part of consumer behavior, which is the study of how individuals, groups, and organizations choose to buy, use, and how goods, services, ideas, or experiences meet their needs and desires. Consumer decisions about what to buy can lead to how the decision-making process is carried out [5]. The purchase decision-making process is an integrative process that combines knowledge to evaluate two or more alternative actions and choose one of them [6]. Consumer purchasing decisions in the digital era are greatly influenced by important elements such as affiliate marketing, live streaming, and online customer reviews [7].

Affiliate marketing can be used as an online marketing strategy run by two parties with the aim of achieving mutual benefits [8]. Affiliate Marketing is one of the trending

marketing strategies, and it has emerged as a new innovation in the marketing world that can increase the sales of products or services. The affiliate system is more flexible and open to various groups [9]. Affiliate Marketing is a strategy where an organization collaborates with individuals or groups to promote their products by placing links to the promoted products on their personal social media, such as Instagram, TikTok, Facebook, and other social media. After that, consumers who purchase through the links provided by the affiliate will result in the affiliate receiving a predetermined commission in accordance with the agreement made [10].

Live streaming is one of the electronic marketing activities in real-time to build an interaction scope and encourage intense growth with buyers, so through this feature, it is an integration of technology and social interaction [11]. One of the factors influencing purchasing decisions is live streaming, a promotional method in product sales that allows direct (real-time) interaction between sellers and buyers and provides complete information about the product. Therefore, information about the product plays a very important role in the consumer's purchasing process, as it helps consumers gain a deeper understanding of the product's benefits and advantages [7].

Besides live streaming, online customer reviews are one of the reasons consumers make purchasing decisions. In the sale of Facetology cosmetic products on TikTok Shop, many reviews are positive, which leads to high sales of Facetology cosmetic products on the TikTok Shop application [12]. Online customer reviews, as a form of electronic word of mouth, provide information about the product and recommendations from the consumer's perspective [13]. Online Consumer Reviews are used as a means for consumers to search for and obtain information that will later influence their purchasing decisions [14]. TikTok Shop offers an easy solution for consumers who wish to purchase items online by displaying online customer reviews to increase trust for both consumers and potential consumers [15]. Online customer reviews are currently not only a consideration for making product purchase decisions but can also indicate expectations for a product, which can influence the desire to buy the product [16].

This research is motivated by a gap in the literature that links digital marketing, affiliate marketing, Fear of Missing Out (FoMO), and online customer reviews to the purchasing decision of Facetology sunscreen on the TikTok Shop platform. The gap in this research [17] is developed by linking affiliate marketing, live streaming, and online customer reviews to purchasing decisions. The differences in this study are also developed with varying respondent characteristics. In the previous study, a case study was conducted on Generation Z in Malang City, whereas this research includes a variable on live streaming to attract buyers to the Facetology sunscreen product through TikTok Shop.

It is known that there are still several studies that contradict each other. Among them, studies on the influence of affiliate marketing on purchasing decisions conducted by [18] and [19] show that affiliate marketing has a significant impact on purchasing decisions, while the research conducted by [20] shows different results, indicating that affiliate marketing does not affect purchasing decisions. Additionally, studies on live

streaming and purchasing decisions conducted by [21] and [22] show that live streaming has a significant impact on purchasing decisions, while research on online customer reviews conducted by [23] and [24] shows that online customer reviews significantly affect purchasing decisions, whereas in the study by [25].

- a) Problem Statement: Do Affiliate Marketing, Live Streaming, and Online Customer Reviews influence the Purchase Decision of Sunscreen Products on TikTok Shop?
- b) Research Question: How do Affiliate Marketing, Live Streaming, and Online Customer Reviews affect the Purchase Decision of Facetology Sunscreen Products on TikTok Shop?
- c) SDGs Category: This research category is based on the 9th SDG point, which aims to build resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation.

Purchase Decision (Y)

A purchase decision is the act of buying a highly desired product, but it may involve various purchase goals and choices. However, everyone uses a decision-making process that is fundamentally the same. This research uses four indicators taken from Kotler and Keller in Isnaeni Rauh, namely [31]: Internal and external factors that trigger problems can be identified and lead to consumer purchasing decisions. The more intensely someone feels the urge for their need, the higher the motivation to fulfill it, so they will seek information related to that need, including detailed information about the supplying company. Purchase decision indicators:

1. Desire to Use the Product: Describes the consumer's intention to adopt or use the product in the future, often studied in the context of behavioral intention.
2. Desire to Buy the Product: Represents the consumer's intention or interest in making an actual purchase of a product in the near future or in the future.
3. Recommending the Product to Others: Describes the consumer's intention to voluntarily recommend the product to friends, family, or the public.
4. Desire to Buy Because It Meets Needs: Refers to the intention to buy the product due to the perception of fit between the product and personal or situational needs.

Affiliate Marketing (X1)

Affiliate marketing is a marketing strategy used to promote products by collaborating with individuals or organizations and providing a commission if the offered product is sold [26]. Affiliate marketing is one of the digital marketing business models that is currently widely used by companies. Affiliate marketing involves promoting products on social media accounts to direct purchases through the product link provided by the affiliate. In this study, affiliate marketing has 4 indicators in Affiliate Marketing as follows [27]:

1. Information: Refers to the ease with which consumers can access and understand the product information provided by the affiliate. The information given must be clear, complete, and relevant, such as product descriptions, benefits, prices, usage instructions, and product advantages. Incentive: The measure of how large the

- commission or reward given to the affiliate is for each sale or action successfully made through the affiliate link.
2. Incentive: Related to the commission or reward given to the affiliate for successfully promoting the product until a purchase occurs. An attractive incentive will encourage the affiliate to create more creative and persuasive promotional content. Thus, incentives play an important role in enhancing affiliate performance and the success of the affiliate marketing program.
 3. Perceived Trust: Perceived trust indicates the level of consumer confidence in the affiliate and the promoted product. The higher the level of consumer trust, the greater the likelihood that consumers will follow recommendations and make purchases through the affiliate link.
 4. Perceived Ease: Perceived ease relates to how easy it is for consumers to find, access, and use the affiliate link to purchase the product. The easier the process is perceived, the higher the likelihood that consumers will make purchases through affiliate marketing.

Live Streaming (X2)

Live streaming is an interactive forum between sellers and potential buyers, allowing potential buyers to obtain clearer information about the product [28]. Live streaming can be defined as a broadcast that is transmitted live to many people simultaneously with the original event, via the internet. Live streaming is one of the methods that marketers can use to interact directly and more closely with their target market. There are four indicators of live streaming as follows [29]:

- 1) Interaction
Active and responsive interaction can increase viewer engagement and make them feel more appreciated. The better the interaction, the greater the chance for consumers to be interested and make a purchase.
- 2) Perception of Usefulness
Describes the extent to which viewers feel that live streaming provides benefits to them, especially in helping to understand the product and make purchasing decisions. Through live streaming, viewers can see the product directly and know the product details more clearly.
- 3) Perception of Ease
Refers to the extent to which viewers feel that watching and using the live streaming feature is easy, uncomplicated, and does not require much effort.
- 4) Streamer Credibility
Describes the extent to which consumers perceive the streamer as a trustworthy and competent figure in conveying product information.

Online Customer Review (X3)

Consumer confidence about the origin of a product or brand is based on how citizens perceive it. Online Customer Review is a form of word-of-mouth communication in online sales or reviews from a buyer of a product in an online store, containing opinions, comments, and experiences of the buyer after receiving the purchased product,

so that other buyers who want to buy the product in the online store can see the reviews. This study states that there are five indicators in Online Customer Review as follows [30]:

- 1) Perceived Benefits
Describes the extent to which the reviews they read provide benefits or useful information in the decision-making process.
- 2) Source Credibility
The level of consumer trust in the review source, whether it is an individual, user, or platform presenting the review.
- 3) Argument Quality
Provides clear information regarding the advantages and disadvantages of the reviewed product or service.
- 4) Number of Reviews
Indicates the number of reviews given by consumers for a product or service.

Research Framework

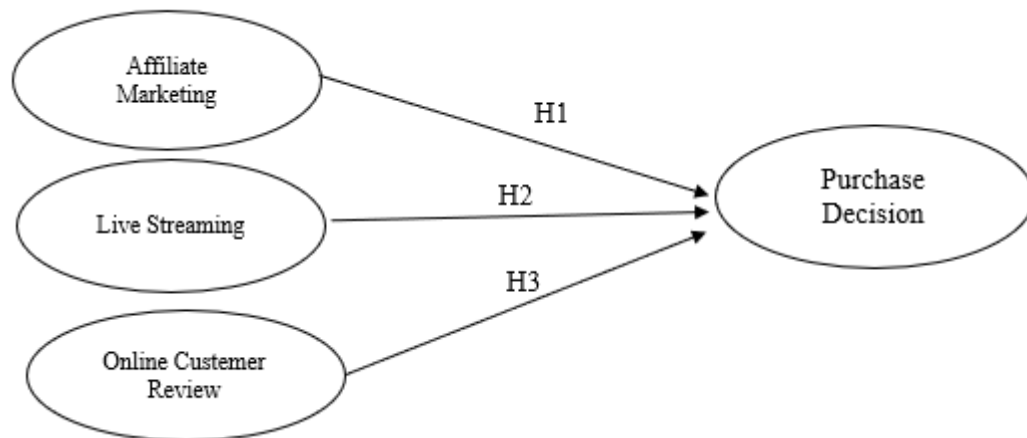


Figure 3. Framework.

Based on the above framework, the following hypotheses can be formulated:

H1: Affiliate Marketing has a significant effect on Purchase Decisions for Facetology Sunscreen Products.

H2: Live Streaming has a significant effect on Purchase Decisions for Facetology Sunscreen Products.

H3: Online Customer Reviews have a significant effect on Purchase Decisions for Facetology Sunscreen Products.

RESEARCH METHOD

In this study, the approach used is quantitative with a descriptive method. Namely, research data in the form of numbers that have been statistically analyzed using primary and secondary data. In this study, the population is the people of Sidoarjo who use facetology. Respondents were given a Google Form survey to fill out in order to obtain primary data. The method used in this research is purposive sampling combined with non-probability sampling. The sample criteria include the people of Sidoarjo who have

used facetology products and are aged 17-30 years, the number of whom is unknown and can be considered unlimited.

$$n = \frac{z^2 \cdot p \cdot (1-p)}{d^2}$$

Explanation:

n = Sample size

z = Z-score at 95% confidence = 1.96

p = Maximum estimate

d = Margin of error

According to the formula above, the Lemeshow formula with an overall level of 10% and a maximum estimate of 50% is used to calculate the sample size.

$$\begin{aligned} n &= \frac{1,96^2 \cdot 0,5 \cdot (1 - 0,5)}{0,1^2} \\ n &= \frac{3,8416^2 \cdot 0,5 \cdot (1 - 0,5)}{0,1^2} \\ n &= \frac{0,9604}{0,1^2} \\ n &= 96,04 = 96 \end{aligned}$$

Thus, 96 people constitute the sample used in this study. The sample size was increased to 100 respondents to simplify the calculations. A study must have a sample size of at least 30 to 500 participants [31].

The data sources in this study consist of primary data and secondary data. One of the tools used to collect data is a questionnaire. Primary data is obtained by distributing the questionnaire through Google Form to consumers of Facetology skincare. Meanwhile, secondary data is taken from various relevant literature such as journals, books, and other reliable information sources [3]. Data collection was conducted using a questionnaire with a Likert scale that provided five answer options with scoring to assess how much respondents agreed with the given statements. In the statements, the assessment uses: strongly disagree (1), disagree (2), neutral (3), agree (4), and strongly agree (5).

Data Analysis Technique

The data obtained is analyzed using the Partial Least Squares (PLS) technique. PLS-SEM (Partial Least Squares Structural Equation Modeling) is a highly beneficial analysis method because it can be used on various types of data scales without having to meet strict measurement assumptions or requirements. This method requires a large sample and is suitable for confirming theories or testing relationships between variables. PLS-SEM allows the use of reflective and formative indicators in structural modeling, thus providing greater flexibility in analyzing complex models. Therefore, PLS-SEM was chosen by the researchers as the appropriate method due to its ability to provide in-depth assessments and generate detailed analyses through the SmartPLS software with outer model and inner model tests.

The outer model is used to test validity and reliability by considering several aspects such as convergent validity, which evaluates the extent to which indicators can represent latent variables and ensures that these indicators truly measure the same construct with a factor loading value exceeding 0.7 and an Average Variance Extracted (AVE) exceeding

0.5. Discriminant validity ensures that the indicators of one variable differ from the indicators of other variables, so that different indicators measure different constructs. Meanwhile, the reliability test combines Composite Reliability (CR) and Cronbach's Alpha, with both values needing to exceed 0.7 to measure the accuracy and consistency of the measurement tool in the measurement construct, indicating how stable and consistent the measurement results are.

Meanwhile, the inner model (structural model) is used to assess the relationship between variables with several tests, one of which is R-Square (R^2) that measures the extent to which independent variables can explain the variation in the dependent variable and shows how much the independent variable can be explained, with values of 0.75 (strong), 0.50 (moderate), and 0.25 (weak). Q-Square (Q^2) tests the predictive power of a model to assess the relevance of the predictive model in the context of the existing data, with a value that must exceed 0; then the model is considered good for prediction. F-Square (F^2) is used to measure the extent of the influence of independent variables on the dependent variable, indicating the magnitude of the influence of the variables in the model with values of 0.02 (small influence), 0.15 (medium influence), and 0.35 (large influence). In testing the significance of the relationship between variables using path coefficients to describe the strength and direction of the relationship between variables in the model, it is used to test hypotheses and determine the significance of the influence with a t-statistic value greater than 1.96 (5% significance level) so that the research hypothesis can be accepted. By using both models, researchers can ensure that the measurement tools and the relationships between variables in the research model are valid, reliable, and relevant [32].

RESULTS AND DISCUSSION

Results

A. Research Results

Based on the research results conducted thru the distribution of questionnaires, 96 respondents were obtained, with 100% of the respondents aged 17 - 30 years. All of these respondents reside in Sidoarjo and have used Facetology products.

B. Measurement of Model Analysis (Outer Model)

Measurement analysis is conducted to determine the validity and reliability of the model and to ascertain whether the measurement tool can be deemed acceptable or not. This measurement includes convergent validity, discriminant validity, and composite reliability.

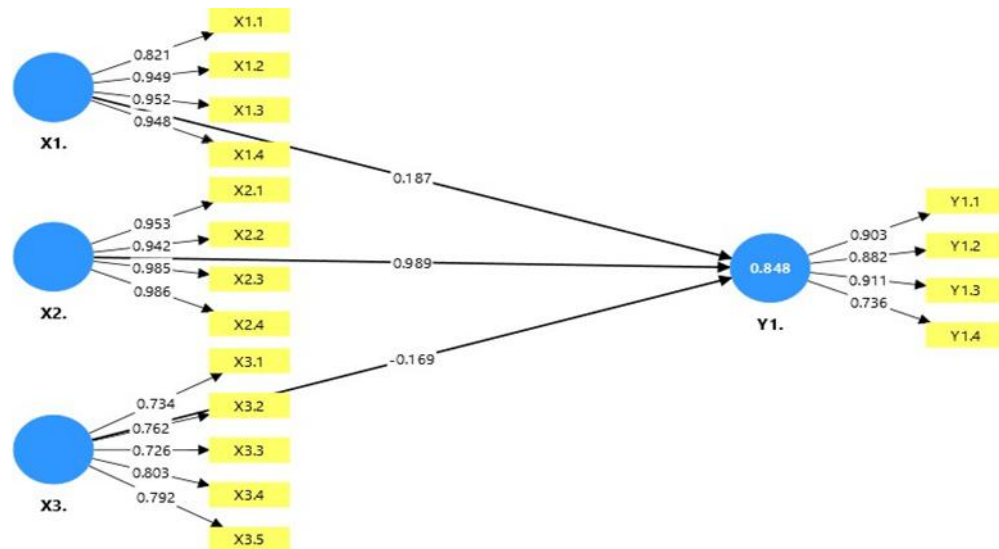


Figure 4. Outer Model.

C. Convergent Validity

Convergent validity is used to measure the extent to which indicators can explain latent variables. The outer loading value can be considered good if it is > 0.70 . Therefore, if the outer loading value is < 0.70 , the indicator must be removed and recalculated [1]. The measurement results show that the outer loading values have passed the convergent validity test presented in Table 1.

Table 1. Outer Loading Values.

	X1.	X2.	X3.	Y1.
X1.1	0.821			
X1.2	0.949			
X1.3	0.952			
X1.4	0.948			
X2.1		0.953		
X2.2		0.942		
X2.3		0.985		
X2.4		0.986		
X3.1			0.734	
X3.2			0.762	
X3.3			0.726	
X3.4			0.803	
X3.5			0.792	
Y1.1				0.903
Y1.2				0.882
Y1.3				0.911
Y1.4				0.736

D. Average Variance Extracted (AVE)

Average Variance Extracted (AVE) is one of the methods to measure convergent validity. The model can be considered good if each construct has an AVE value > 0.5 [1]. Based on Table 2, it is known that each variable has an AVE value > 0.5 , so the constructs in this study have good discriminant validity.

Table 2. Average Variance Extracted (AVE) Values.

Average variance extracted (AVE)	
X1.	0.845
X2.	0.935
X3.	0.583
Y1.	0.742

E. Discriminant Validity

The discriminant validity test is conducted by examining the cross-loading values. The cross-loading value for each variable must be > 0.70 . Discriminant validity is considered valid if the loading values of each indicator are greater than the loading values of other variables [1]. Based on Table 3, it can be seen that each indicator of the latent variable has a cross-loading value greater than the values of other latent variables. Therefore, the cross-loading values for all indicators can be said to meet the criteria for discriminant validity.

Table 3. Validity Test Results.

	X1.	X2.	X3.	Y1.
X1.1	0.821	0.203	0.303	0.284
X1.2	0.949	0.148	0.270	0.276
X1.3	0.952	0.188	0.289	0.327
X1.4	0.948	0.144	0.261	0.284
X2.1	0.143	0.953	0.687	0.861
X2.2	0.160	0.942	0.703	0.868
X2.3	0.193	0.985	0.717	0.857
X2.4	0.224	0.986	0.709	0.896
X3.1	0.261	0.361	0.734	0.281
X3.2	0.159	0.851	0.762	0.703
X3.3	0.205	0.377	0.726	0.349
X3.4	0.324	0.443	0.803	0.378
X3.5	0.297	0.422	0.792	0.341
Y1.1	0.218	0.885	0.635	0.903
Y1.2	0.399	0.679	0.397	0.882
Y1.3	0.338	0.741	0.500	0.911
Y1.4	0.159	0.773	0.539	0.736

F. Composite Reliability and Cronbach's Alpha

Reliability tests are used to prove the accuracy, consistency, and precision of instruments in measuring constructs. If the composite reliability and Cronbach's alpha values are > 0.7 , then it can be said to be reliable [1]. Based on Table 5, it can be seen that the values of all constructs are greater than 0.7, so all latent variables can be declared reliable.

Table 4. Results of Composite Reliability and Cronbach's Alpha Test.

	Cronbach's alpha	Composite reliability (rho_a)
X1.	0.937	0.943
X2.	0.977	0.977
X3.	0.834	0.912
Y1.	0.881	0.886

G. Measurement of the Analysis Model (Inner Model)

The analysis of the inner model measurement is a test conducted to determine the causal or cause-and-effect relationships between latent variables based on substantive theory. The measurement of the inner model is conducted by examining the R-Square, Q-Square, F-Square, and path coefficient values.

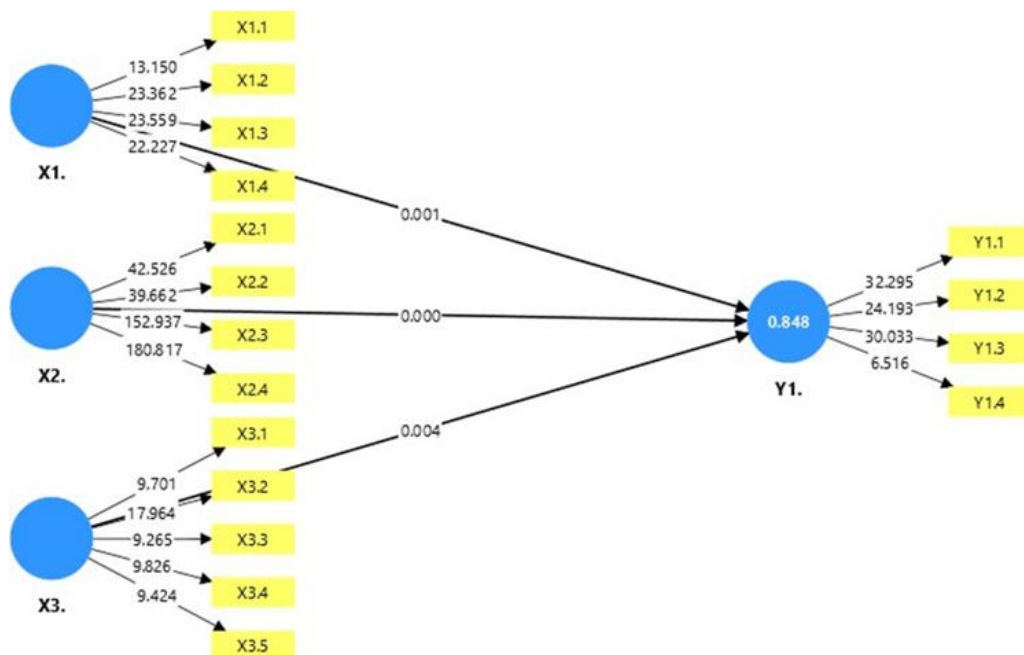


Figure 5. Inner Model.

H. R-Square Test

R-Square is used to assess the extent to which the independent variable affects the dependent variable. If the R-Square value is 0.75, the model is classified as strong; 0.50, the model is classified as moderate; and 0.25, the model is classified as weak [1].

Table 5. R-Square Test Results.

	R-square	R-square adjusted
Y1.	0.848	0.843

Based on Table 5, the R-Square value is 0.848, meaning that the variables Affiliate Marketing, Live Streaming, and Online Customer Review can explain 84.8% of the influence on the Purchase Decision variable. The remaining 15.2% is influenced by other variables outside the study. The value of 0.848 indicates that this research model is classified as strong because it has an R-Square value > 0.75 .

I. F-Square Test

The F-Square test is used to assess the magnitude of the influence between variables with effect size. The F-Square value is considered small if > 0.02 , moderate if > 0.15 , and large if > 0.35 [1].

Table 6. F-Square Test Results.

	Y1.
X1.	0.208
X2.	3.005
X3.	0.083

In Table 6, it can be seen that this study has a large effect size of 3.005, indicating a significant influence between variable X2 and Y. Meanwhile, variable X1 with Y has a moderate effect size of 0.208, and variable X3 with Y has a small effect size of 0.083.

J. Path Coefficient

The path coefficient test is viewed from the original sample value, t-statistic value, and p-values. The original sample value can be said to align with the hypothesis direction and have a positive influence if the value is positive. The t-statistic value indicates the significance of the model and can be used to observe the hypothesis effect of each path relationship between exogenous and endogenous variables. An exogenous latent variable can be said to affect an endogenous latent variable if the t-statistic value $>$ the t-table. Based on $\alpha = 5\%$ with a two-tailed test direction, the t-table value is 1.96, which means the hypothesis is accepted if the t-statistic > 1.96 . Whereas for the p-values, the hypothesis can be accepted if the p-values < 0.05 [1].

Table 7. Path Coefficient Test Results.

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
X1. -> Y1.	0.187	0.180	0.056	3.347	0.001
X2. -> Y1.	0.989	0.992	0.045	21.797	0.000
X3. -> Y1.	0.169	0.161	0.058	2.919	0.004

Based on Table 7, the results of the Original Sample, T-Statistic, and P-Values from bootstrapping can be concluded that all variables (X) in this study, namely the Affiliate Marketing variable (X1), Live Streaming (X2), and Online Customer Review (X3), have a positive effect on Purchase Decision (Y).

Discussion

The Influence of Affiliate Marketing on the Purchase Decision of Facetology Sunscreen Products

Based on the analysis results, it proves that affiliate marketing has a significant influence on purchase decisions. This proves that the better the affiliate marketing offered by influencers or TikTokers, the more it increases consumers' purchasing decisions to continue using the Facetology sunscreen product. The most dominant indicator of affiliate marketing is perceived trust. In this case, both influencers and TikTok users maintain consumer trust by providing positive reviews and offering products that match the existing conditions so that consumers or viewers can be confident in using and purchasing the Facetology sunscreen. This encourages users to continue using and purchasing the product on TikTok Shop. The results of this study are in line with other research that states that affiliate marketing influences purchasing decisions [18], [19]. Good and trustworthy affiliate marketing can shape positive consumer perceptions, encouraging them to remain loyal and continue purchasing Facetology sunscreen products on TikTok Shop.

The Influence of Live Streaming on the Purchase Decision of Facetology Sunscreen Products

Based on the analysis results, it is proven that live streaming has a significant impact on purchase decisions. This proves that live streaming is one of the main factors that Facetology needs to develop on TikTok Shop to market its products and increase purchase decisions. Live streaming is able to provide information simultaneously to consumers about the products they sell directly, thereby reducing consumer anxiety when shopping. The live streaming feature on TikTok is very helpful in increasing purchase decisions. The most dominant indicator of live streaming is the streamer's credibility, which shows a positive influence on consumer decisions when purchasing products and the way the live host conveys product information. Additionally, the Facetology host also reads every comment and question from each potential consumer or viewer before and after they make a purchase decision regarding Facetology products. The results of this study are in line with the research conducted by (Aripin & Pradana, 2024), which explains that live streaming can help consumers in making purchasing decisions for skincare products on TikTok Shop users [21]. Additionally, research by Sinaga & Rochdianingrum 2024 found that buying skincare products during live streaming is cheaper, as many discounts and vouchers are offered during the live streaming. This is a promotional strategy by sellers, providing discounts that are valid during the live broadcast. If live streaming becomes more engaging and provides positive experiences, it will support achieving high purchase decision values [22]. Another study

by Marjiana Fadla et al. 2025 found that live streaming shopping can increase consumer confidence and purchase interest due to direct product demonstrations [23]. These findings indicate that live streaming is not just an additional feature on TikTok Shop, but a key factor in shaping consumer purchasing decisions. The results of this study are in line with research that states that live streaming has a positive and significant impact on purchasing decisions [24], [25]. Thus, it can be concluded that the more effective the live streaming strategy implemented by Facetology on TikTok Shop, especially through the enhancement of host credibility, interaction quality, and information clarity, the higher the consumer purchase decision level will be.

The Influence of Online Customer Reviews on Sunscreen Product Purchase Decisions

Based on the analysis results, it is proven that online customer reviews significantly influence purchase decisions. This proves that the better the review from online customers, the higher the likelihood of a consumer purchase decision. With the presence of online customer reviews that include evaluations from consumers who have purchased Facetology products, whether positive or negative, this can help potential consumers in making purchasing decisions for the product. The experience of consumers who have used Facetology products will impact the reputation, and from that reputation, it can increase consumer trust in purchasing Facetology products, making online customer reviews a determining factor in influencing purchasing decisions. The most dominant indicator is valence. Consumer attitudes in providing product reviews or when influencing other potential consumers through WOM in purchasing decisions. The results of this study are in line with research that states that Online Customer Reviews have a positive and significant impact on purchasing decisions [26], [27]. This study explains that online customer reviews will shape consumer perceptions of a product, thereby creating opportunities for the formation of purchasing decisions for Facetology sunscreen products as a result of the influence of the information and experiences conveyed.

CONCLUSION

Fundamental Finding: Based on the research results that have been conducted, it can be concluded that the affiliate marketing variable (X1) has an influence on purchasing decisions. This indicates that marketing carried out by influencers or TikTok users in a good and attractive manner is one of the reasons consumers continue to purchase Facetology sunscreen on TikTok Shop. The live streaming variable (X2) also influences purchasing decisions. This shows that live streaming is a factor that needs to be utilized in attracting potential consumers by conveying product information well and providing direct feedback to consumers, so they do not need to worry and will feel satisfied. The Online Customer Review variable (X3) influences purchasing decisions. This indicates that online customer reviews play a role in helping potential consumers with information about products that have been used by previous consumers, whether positive or negative, because the presence of online customer reviews makes consumers more confident in purchasing Facetology sunscreen on TikTok Shop. **Implication:** This shows

that live streaming is a factor that needs to be utilized in attracting potential consumers by conveying product information well and providing direct feedback to consumers, so they do not need to worry and will feel satisfied. This indicates that online customer reviews play a role in helping potential consumers with information about products that have been used by previous consumers, whether positive or negative, because the presence of online customer reviews makes consumers more confident in purchasing Facetology sunscreen on TikTok Shop. **Limitation:** This study is limited to 100 respondents who have used Facetology sunscreen products and made purchases through TikTok Shop, which may restrict the generalizability of the findings to consumers of other skincare brands or e-commerce platforms. The study only examines affiliate marketing, live streaming, and online customer reviews, while other factors that may influence purchasing decisions, such as price, product quality, brand image, discounts, electronic word of mouth, and consumer trust, were not included in the research model. In addition, the data were collected through self-administered questionnaires, so the responses may be influenced by individual perceptions, recall bias, and social desirability. The cross-sectional research design also captures consumer opinions at a single point in time and therefore cannot explain changes in purchasing behavior over a longer period. Furthermore, this study does not distinguish respondents based on demographic characteristics, frequency of TikTok Shop use, or level of exposure to affiliate and live-streaming content. **Future Research:** The suggestion that can be given by the researcher is that future research should delve deeper into other factors outside of this study that may influence purchasing decisions. The next research should be conducted on other e-commerce platforms to broaden the understanding of consumer preferences, so that the company can develop optimal marketing strategies.

ACKNOWLEDGEMENTS

Praise and gratitude I extend to Allah SWT for His grace. The author realizes that without the help and guidance from several parties, it would not have been possible for me to complete this scientific paper well. Therefore, I would like to express my gratitude, especially to my parents who have always supported me in completing this scientific paper, and I would like to thank all the employees of the Candi sub-district office, especially the secretary of the Candi sub-district. I would also like to thank my supervising lecturer and express my gratitude to the Faculty of Business, Law, and Social Sciences, especially the Management Study Program at Muhammadiyah University Sidoarjo, for providing the opportunity and contribution that facilitated this research.

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