



## The Effect of Skintific Product Endorser Competence On Tiktok Social Media Towards Purchasing Decisions for Skincare Products UNJ Communication Science Students

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**Abstract.** Media plays an important role in conveying information and influencing people's behavior, especially in the context of business and politics. With technological advances, social media such as TikTok has become a significant platform for product promotion, including in the beauty sector. This study aims to analyze the effect of Skintific product endorser competence on TikTok on purchasing decisions for skincare products among Communication Science students at Universitas Negeri Jakarta (UNJ). Through a quantitative approach, this study uses a purposive sampling method with 30 respondents who actively use TikTok and are exposed to Skintific product promotional content. The main focus of the research is to identify how much influence endorser competence has on purchasing decisions and the factors that are most influential in the process. The results are expected to provide insight into the effectiveness of endorsements on social media and their contribution to consumer behavior. Using statistical analysis, this study will test the proposed hypothesis, namely whether there is a significant effect of endorser competence on purchasing decisions. The findings of this study are expected to contribute to marketing strategies in the digital era as well as enrich the literature on the role of social media in consumer decision making.

**Keywords:** list a maximum of five keywords separated by commas.

## I. INTRODUCTION

### 1.1. Background

The media functions as an intermediary tool that conveys information from source to receiver, with diverse roles in various fields such as economics, politics and business. In economics, mass media supports business activities to achieve profits, while in politics, the media is often used for campaigns or

promotions by political parties due to its wide coverage and ease of access. With the development of technology, the internet presents social media platforms such as TikTok, Instagram, and YouTube, which facilitate communication, business, and promotion through features such as live shopping and endorsements. Endorsements by influencers are becoming an effective modern marketing strategy as they



capitalize on the emotional connection between the influencer and the audience, increasing consumer trust in the product. TikTok, for example, has evolved from an entertainment platform to a hub of buying and selling transactions, offering great opportunities for businesses to expand their market, including on local products such as skincare and makeup that are starting to penetrate the international market.

## 1.2 Literature review

### Agenda-Setting Theory

Explains how the media has the ability to determine which issues or topics are considered important by the audience. This idea first emerged in 1922 through the work of Walter Lippmann, who highlighted the role of mass media in influencing images in the minds of the public. Although Lippmann didn't use the term agenda-setting, his idea became the basis of this theory. Further development of this theory occurred through McCombs and Shaw's study of the 1968 United States Presidential election, which concluded that media pressure on an event can make audiences consider it important (Hadi et al., 2020).

In this context, endorsers act as gatekeepers that help determine important messages for consumers. According to agenda-setting theory, endorsers can reinforce messages and create positive associations between products and audiences. Audience exposure to promotional content delivered by endorsers, such as on the TikTok platform, can direct their attention to specific products, influence perceptions and purchase decisions. This becomes relevant to understand how UNJ Communication Science students as the target audience can be influenced by content promoted by endorsers on social media.

## 1.3 Method

This study uses a quantitative approach with a correlational research type to analyze the relationship between endorser competence on TikTok social media and purchasing decisions for skincare products for Communication Science students at Universitas Negeri Jakarta. The data was collected using a Likert scale with an interval scale, where respondents gave an assessment on the level of agreement: Score 1 for Strongly Disagree (STS), to Score 4 for Strongly Agree (SS). This approach allows analysis of the relationship between variables in a more measurable way.

The sampling technique used is purposive sampling, which selects samples based on certain criteria. The research sample was taken from UNJ Communication Science students who actively use TikTok and have experience with Skintific products. This approach ensures that the data obtained is relevant to the research focus, thus providing deeper insight into how endorser competence influences purchasing decisions.

## II. RESEARCH RESULTS AND DISCUSSION

### 2.1. Research Results

#### NORMALITY TEST (normally distributed)

##### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		82
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	4.36537034
Most Extreme Differences	Absolute	.081
	Positive	.081
	Negative	-.056



Test Statistic	.081
Asymp. Sig. (2-tailed)	.200 <sup>a,d</sup>

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.653 <sup>a</sup>	.427	.420	4.393

- a. Predictors: (Constant), Kompetensi\_Endorser
- b. Dependent Variable: Keputusan\_Pembelian

## SIMPLE LINEAR REGRESSION TEST (Variable X affects variable Y)

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	14.759	4.522		3.264	.002
Kompetensi_Endorser	.690	.089	.653	7.716	.000

- a. Dependent Variable: Keputusan\_Pembelian

## T TEST (THERE IS AN INFLUENCE OF VARIABLE X ON VARIABLE Y)

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	14.759	4.522		3.264	.002
Kompetensi_Endorser	.690	.089	.653	7.716	.000

- a. Dependent Variable: Keputusan\_Pembelian

## COEFFICIENT OF DETERMINATION TEST (THE EFFECT OF THE INDEPENDENT VARIABLE X ON THE INDEPENDENT VARIABLE Y IS 42.7%)

Model Summary<sup>a</sup>

## 2.2. Discussion

The table above shows the tests carried out. The results obtained show that the tests carried out produce positive or influential results. Based on the results obtained, it can be seen that the Effect of Skintific Product Endorser Competence on Tiktok Social Media on Purchasing Decisions for Skincare Products UNJ Communication Science students shows a significant influence.

Endorsers have high attractiveness and are often the center of attention on social media, thus influencing purchasing decisions for skincare skintific on Tiktok social media. the results of the above research have proven effective and show an increase in purchasing decisions.

## 111. CONCLUSIONS AND RECOMMENDATIONS

### 31. Conclusion

Based on the research results, endorser competence is proven to have a significant influence on purchasing decisions for Skintific skincare products among Communication Science students at the State University of Jakarta (UNJ). Endorsers with high expertise, credibility, and attractiveness are able to influence audience perceptions of products, build positive images, and increase consumer confidence. TikTok as a social platform popular





among the younger generation provides space for endorsers to promote products in a personalized and engaging manner, thus creating a deep emotional connection between the audience and the product.

The findings of this study suggest that endorser competence plays a crucial role in digital marketing. Likert scale-based data analysis reinforced a significant positive relationship between endorser expertise, credibility, and attractiveness and purchase decisions. These results emphasize the importance for companies, such as Skintific, to select competent endorsers to support their marketing strategies. This research also provides valuable insights for businesses and academics to better understand the role of endorsers in influencing consumer behavior in the social media era.

### 3.2 Suggestion

Based on the findings of this study, companies or skincare brands such as Skintific are advised to make endorser competence a major factor in marketing strategy. Endorsers who have credibility, expertise and appeal that match the target audience can significantly increase the effectiveness of promotions and influence consumer purchasing decisions. The utilization of social media, especially popular platforms such as TikTok, is also recommended as an effective means to reach potential consumers. For future research, it is recommended to expand the sample population by involving students from other universities or adding the beauty product categories studied, in order to provide more comprehensive insights into the role of endorser competence in purchasing decisions in the beauty industry.

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