



Tiktok Media in Purchase Decision: The Effect of User Generated Content (UGC), Brand Equity, and Digital Marketing on Skincare Product

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Abstract: This study focuses on determining how much influence User Generated Content (UGC), Brand Equity, and Digital Marketing have on Purchase Decisions. This research is motivated by using the Tiktok platform as a Digital Marketing medium that influences Purchase Decisions, especially on skincare products. The phenomenon of user generated content (UGC) on Tiktok has created a new paradigm in digital marketing strategies and the formation of brand equity. This research methodology is quantitative, with a survey approach to 235 respondents aged 18-36 years who have purchased skincare products based on content on Tiktok. Data was collected through online questionnaires with purposive sampling techniques and analyzed using Structural Equation Modeling - Partial Least Square (SEM-PLS); each association between variables has a p-value less than 0.05. This finding shows that user generated content (UGC), brand equity, and digital marketing significantly affect the purchase decision of skincare products. These findings also provide important implications for skincare companies in optimizing digital marketing strategies through the Tiktok platform.

Keywords: User Generated Content (UGC), Brand Equity, Digital Marketing, Purchase Decision

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A. Introduction

The digital era has fundamentally changed consumer consumption patterns and Purchase Decisions, from traditional consumption patterns with shopping activities generally carried out in markets or physical stores, where consumers can interact directly with sellers. Meanwhile, people's consumption patterns that have experienced the development of digital technology have revolutionized how people shop and consume products. The presence of E-Commerce and marketplaces allows customers to buy anywhere and anytime, with the ease of comparing prices and reviews from various buyers. Social commerce brings a more interactive shopping experience through live-streaming features and real-time discussions with sellers. Creative content on social media, such as video reviews, unboxing, and tutorials on using the product, is the main source of reference for consumers before making a purchase decision.

Tiktok is a social media app that has evolved into a new ecosystem that helps build trust between consumers and brands. Consumers now have the power to form opinions that influence their purchase decisions. Indonesia has 157.6 million Tiktok users as of July 2024, according to a report titled "Countries with the Largest Tiktok Audience as of July 2024," published by Statista. With this number, Indonesia holds the record for the most Tiktok users. Tiktok is a platform that displays short videos that generally contain elements of music and entertainment, but it is now starting to be used to find information or news. Even now, the Tiktok App has a Tiktok Shop E-Commerce platform, so you can enjoy the platform and shop online. Related to this, the Tiktok application is the most dynamic and most regularly used by Era Z, those born powerless between 1997 and 2012. Through the Tiktok app's ability to help businesses expand their social network presence, beauty and grooming products is one of the highest-demand product categories on Tiktok. This is corroborated by monitoring data from compas.co.id (2024), which shows that with a percentage of 26 trillion, care and beauty products are the most in-demand FMCG (fast-moving consumer goods) goods in E-Commerce in 2024.

Monitoring Compas.co.id data (2024), the care and beauty category topped the sales of FMCG (*Fast Moving Consumer Goods*) products by gaining a market share of 36.8%, driven by the skincare trend and increasing awareness of health; the body care category achieved 14.6% market share. The beauty package category reached 7.8%, cosmetics 7.7%, and perfume 7.6%, with a slight difference between categories. The other categories recorded a 25.6% market share. So, the overall care and beauty sector sales reached 26 trillion Rupiah across all categories. Beauty care or skincare products have evolved into a necessity in the daily lives of modern people. Skincare is no longer a luxury but a fundamental investment in the health and appearance of facial skin. This has become a reference for skincare users who are taking Purchase Decision products suitable for each person's facial skin.

The use of the Tiktok platform as a digital marketing medium has experienced significant growth, but there is still a gap in understanding the effectiveness of UserGenerated Content (UGC), Brand Equity, and Digital Marketing in influencing digital marketing. Purchase Decision, especially on skincare products. Many skincare companies do not fully understand how to optimize Tiktok usergenerated content to increase Brand Equity and drive purchase decisions. This study has the main objectives: first, to study the impact of user generated content on the Tiktok application on purchasing decisions for skincare products; and second, to examine how brand power on the Tiktok platform affects

consumer choices when buying skin care products. Third, analyze the influence of User Digital Marketing on the Purchase Decision of skincare products. The diversity of this research lies in the integrity of three variables, namely User Generated Content (UGC), Brand Equity, and Digital Marketing in the context of the Tiktok platform, which has not been widely explored in previous studies. This study also provides theoretical contributions by developing a conceptual model that explains the relationship between the three variables influencing purchase decisions and practical contributions for skincare industry players in optimizing digital marketing strategies through Tiktok media.

B. Literature Review

The choice customers make to buy a product is based on the steps they take before doing so. Consumers will make purchases when they realize a problem and when there is a need to buy a product they are looking for. The decision-making procedure for someone to choose and buy a particular brand of product (Kotler and Keller 2018; Handayani, 2022). According to (Sumarwan, 2018; Wahidah, 2023) Buy Choice may be a buyer choice that incorporates the choice of what to purchase and whether to purchase it or not. Social media essentially impacts customer's purchases. This shows how the utilization of social media includes a solid intrigue in making buys because of the ease of utilizing and making buys through social media.

The complexity of digital purchase decisions means that consumers can no longer rely solely on traditional marketing communications. They trust first-hand experiences and other user testimonials delivered through digital content. This creates new dynamics, such as brand equity, digital marketing, and user generated content that become key factors in building consumer trust and attraction to the space. Consumer purchases are heavily influenced by the information provided to them. Research shows that the credibility of information plays a vital role in determining interest in making purchase decisions (Luthfi Zakaria et al., 2024). Before choosing to buy a product or service, buyers go through a process called "Purchase Decision", which involves choosing between two or more different possibilities. Consumers purchase online after selecting, weighing information, and assessing two or more alternative behaviors (Andrade, 2009; Eneng Wiliana, 2022). Choosing one of the best options based on personal quality, service provision, and online purchase intentions. The consumer purchasing decision process is a consumer choice that suits their needs. The consumer decision-making process occurs when consumers go through the buying stage and decide to buy certain goods or services (Ishomi et al., 2025).

User Generated Content (UGC)

User or consumer-generated content shared on social media or other online platforms, including reviews, images, and videos (Lawrence et al., 2024). User-generated substance (UGC) may be a drift that has made it simpler than ever for clients to rapidly transfer audits of an item, draw consideration to the buyer encounter, and give positive or negative stories to customers (Yu and Yuan, 2019; Amalina et al., 2023). User generated content (UGC) is created in the form of documentation of experiences felt in terms of product use. The resulting information appears objective and gives customers confidence when they choose which product to buy. The results of the study (Khoirin et al., 2022) show that the content of user generated content (UGC) from Tiktok users can influence consumer decisions to buy.

User generated content (UGC) contains reviews from online users who have tried goods or services and posted them on social media to encourage other shoppers to consider buying them. Social media content creators produce user generated content in the form of documentation of their personal product experiences. This type of content appears objective and reliable to consumers when they decide which product to buy (Rechman, 2013; Khoirin, 2022). So, with User Generated Content (UGC), content created to convey online reviews that have investigated a product, becomes one of the reasons for sharing their experiences as users conveyed through social media (Gautama, 2022; Hayat, 2024). Therefore, it can influence the decision to buy. Customers generally trust reviews from customers who have purchased and used the product more than business information. This happens because fellow consumers are considered more reliable. User Generated Content (UGC) can measure user viewpoints and product performance.

Brand Equity

The value perceived by a brand in the eyes of consumers (Aeker, 1996; Madiera, 2024). Brand Equity is the added value that customers place on goods and services. When a brand has positive equity, customers will respond more (Kotler and Keller, 2012; Awalludin, 2024). Brand Equity is the definition of the ability and capacity of a brand to meet consumer needs and increase their expectations regarding product use, which results in a relationship between consumers and their purchasing behavior (Mansour, 2017; Supapon, 2023). When consumers perceive brands as valuable, they have more confidence to make their Purchase Decisions. Brand equity significantly affects the Purchase Decision variable, as shown by previous research (Anggito Yudha et al., 2023). The study found that brand equity has a positive effect on Purchase Decisions.

Brand equity influences consumer behavior in making purchase decisions, so that consumer perceptions of the quality of a brand are no longer limited to products alone, but have developed into the added value that brands provide to skincare products. Brand equity is no longer only built through traditional advertising, but through digital interactions and consumer perceptions formed through various social media, especially on Tiktok. Brand Equity refers to the relationship between consumers and their purchasing behavior towards a brand (Mansour, 2017; Supapon, 2023). Brand Equity is built on perceptions of brand reputation and excellence reflected in quality, characteristics, and product design. By meeting consumers' needs and building positive perceptions in their minds, Brand Equity leads to customer satisfaction (Faza, 2022; Supapon, 2023).

Digital Marketing

Advanced Showcasing. Intuitive innovations such as e-mail, websites, online gatherings and newsgroups, intuitive TV, portable communications, etc. Computerized promoting could be a sort of coordinated promoting that interfaces buyers and dealers electronically (Baronah et al., 2023). Digital media for promoting goods and services is known as digital marketing. Websites, online media, email, video ads, publications, and web optimization are examples of media often used for digital marketing. Digital marketing aims to use online media to reach a wider audience. Reaching potential customers is the goal of any digital marketing medium. (Heidrick, 2009; Eneng, 2022) States that digital marketing capitalizes on the growth of the digital world, creating advertising that is not heralded but has a significant impact. The results of research from (Lusyana et al., 2024) state that Digital

Marketing has a big effect on Purchase Decisions. This is supported by the results of research confirming that digital media influences in a meaningful way on the Purchase Decision variable and the results of research from (Putri & Marlien, 2022) reveal that Digital Marketing affects online purchase decisions in a significant way.

Digital marketing has become a strategy for influencing Purchase Decisions by developing promotional content as a social media marketing tactic. It is very effective in increasing sales conversions, according to (Artaya, 2016; Hayat, 2024) Social media is an essential component of online marketing strategies and is very effective in increasing sales conversions. Social media is usually used to spread content such as product videos, written evaluations, and testimonials. The advanced promotion gives benefits to shoppers and vendors, and it may be a great communication device to construct solid client connections (Kurniawati et al., 2023). Computerized promotion affects deal volume. In expansion, the utilization of web innovation as a medium for advancing merchandise and administrations, or what is commonly alluded to as advanced promoting, is required to boost deal volume and grow reach to customers or potential shoppers, both locally and universally (Rahayu, 2023; Arista, 2025). With advanced promoting, communication, and exchanges can be carried out at any time or in real-time, making it simpler for trade on-screen characters to bargain straightforwardly with potential clients online, increment advertises share, increment deals volume, and increment the salary of on-screen characters.

C. Methods

This research uses a quantitative method by distributing questionnaires online. The research subjects are Tiktok users consisting of two gender segments, namely men and women aged 18-36 years who have purchased skincare products based on content on Tiktok, while the object of research is the influence of User Generated Content (UGC), Brand Equity, and Digital Marketing on Purchase Decision. The operationalization of variables includes the independent variable User Generated Content (UGC) (X1) which is measured through credibility, based on experience, emotional impressions related to experience, knowledge and education; Brand Equity (X2) which is measured through brand awareness, brand loyalty, perceived quality, brand association, and brand assets; Digital Marketing (X3) which is measured through the level of attraction, optimization of curiosity, level of commitment, and level of affinity; and the dependent variable Purchase Decision (Y) which is measured through require acknowledgment, data look, elective assessment, buy choice, and post-purchase conduct. Need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior.

The population in the study includes all Tiktok users who have purchased skincare products. The selection of participants was carried out using a purposive sampling technique because this study requires respondents who have certain characteristics. From the total population, the researcher took a sample of 235 respondents. This number is considered to have met the minimum requirements for data analysis and is representative of describing the characteristics of the population under study. This study uses a rating scale of one to five to measure the answers of the respondents, in the measurement, a rating scale is used where a value of 1 indicates very strong disagreement, a value of 2 indicates disagreement, a value of 3 reflects a neutral attitude, a value of 4 indicates approval and a value of 5 describes very strong approval. To process the data, researchers used the

Structural Equation Modeling - Partial Least Square (PLS-SEM) method and also multiple linear regression tests. This evaluation involves testing the measurement model and structural model, as well as testing the research hypothesis (Hair et al., 2019).

D. Results and Discussion

Results

Respondent Characteristics. Based on the survey results, it was found that the research findings showed a variety of respondent characteristics, including variations in gender identity, age, occupation, latest education, and how often they use the Tiktok app. This information about the characteristics of the respondents is important to understand who is involved in the research, how it relates to the problem being studied, and the objectives to be achieved in this research.

Table 1. Respondent Characteristics

Information	Total	Percentage
Gender		
Female	151	64,3%
Male	84	35,7%
Age		
13 - 18	20	8,5%
19 - 24	174	74,0%
25 - 30	26	11,1%
31- 35	3	1,3%
>36	12	5,1%
Last Education		
Junior High School	22	9,4%
SMK/SMA	137	58,3%
Higher Education	76	32,3%
Profession		
Housewife	22	9,4%
Employee	51	21,7%
Entrepreneurship	16	6,8%
Student/Collage	137	58,3%
Other	9	3,8%
Use of Tiktok		
Often	114	48,5%
Rare	50	21,3%
Every Day	71	30,0%

Source: Processed data (2025)

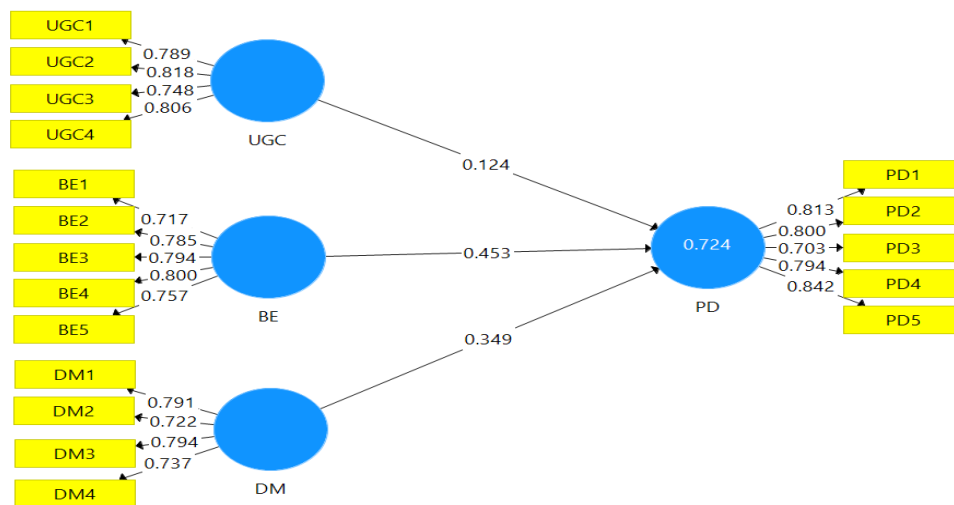
Table 1 analysis of respondent characteristics is an integral part of the research as a basis for understanding the representation of the research sample. When entering PLS-SEM or modeling partial least squares structural equations, the demographic characteristics of

respondents can help researchers understand the generalizability of research results and potential bias in the sample (Hair et al., 2019).

The results of descriptive statistics on the characteristics of respondents revealed that the distribution of females constituted the majority of respondents, as many as 151 (64.3%), compared to males, as many as 84 (35.7%). Regarding age, most respondents are in the range of 19-24 years, with 174 (74%), which indicates that the research sample is dominated by the younger generation, active users of Tiktok social media. Regarding the latest education, most respondents are high school / vocational high school graduates, with 137 people (58.3%) and tertiary institutions, as many as 76 people (32.3%), reflecting a relatively good level of education of the respondents. In terms of profession, the majority of respondents are students (137 people, 58.3%), which aligns with the characteristics of active social media users. Tiktok usage patterns show that most respondents use Tiktok in the "Frequently" category, with 114 people (48.5%) and "Every Day" with 71 people (30%), indicating a high level of engagement with the platform. Sample characteristics by the target population and a high level of engagement with the research object can increase the research results' external validity (Hair et al., 2019).

1. Measurement Model Evaluation: Convergent Validity, Discriminant Validity and Reliability

Convergent validity. Convergent validity shows how pointers emphatically relate with other markers to decide the relationship between idle factors and their markers. The comes about focalized legitimacy testing is displayed within the taking-after table.



Source: Processed data (2025)

Figure 1. Loading Factor of Convergent Validity Test

Figure 1 shows the results of model testing using SEM-PLS software, all indicators in this study have a positive correlation between measurement indicators through convergent validity analysis. This study showed satisfactory results, with factor load values exceeding the 0.70 threshold as recommended by (Hair et al., 2017).

Discriminant Validity: Discriminant validity shows the extent to which a construct is genuinely different from other constructs. The results of the discriminant validity test are presented in the following table.

Table 2. Cross Loading Value of Discriminant Validity Test

Variable	BE	DM	PD	UGC
BE1	0,717	0,608	0,555	0,556
BE2	0,785	0,584	0,614	0,559
BE3	0,794	0,528	0,627	0,550
BE4	0,800	0,639	0,641	0,612
BE5	0,757	0,584	0,669	0,511
DM1	0,559	0,791	0,566	0,598
DM2	0,523	0,722	0,542	0,531
DM3	0,570	0,794	0,608	0,517
DM4	0,658	0,737	0,648	0,478
PD1	0,680	0,594	0,813	0,519
PD2	0,667	0,645	0,800	0,569
PD3	0,529	0,569	0,703	0,484
PD4	0,628	0,635	0,794	0,573
PD5	0,684	0,643	0,842	0,592
UGC1	0,532	0,499	0,498	0,789
UGC2	0,549	0,524	0,532	0,818
UGC3	0,521	0,555	0,532	0,748
UGC4	0,664	0,606	0,615	0,806

Source: Processed data (2025)

Table 2 shows the results of the cross-loading evaluation for the discriminant validity test, it is explained that according to (Hair et al., 2017), each indicator must have a higher loading than other construction objects. The analysis shows that Indicators BE1-BE5 have higher loading on the Brand Equity (BE) construct with a value range of 0.717-0.800 compared to loading on other constructs, which range from 0.521-0.684.

DM1-DM4 indicators show higher loading on the Digital Marketing (DM) construct with a value range of 0.722-0.794 compared to loading on other constructs, which range from 0.499-0.643. The PD1-PD5 indicator shows higher loading on the Purchase Decision (PD) construct with a value range of 0.703-0.842 compared to loading on other constructs, which range from 0.498-0.648.

The UGC1-UGC4 indicators have a higher loading on the User Generated Content (UGC) construct, with a value range of 0.748-0.818, compared to loading on other constructs, which range from 0.478-0.612. These results determine that the model meets the discriminant validity criteria because each indicator has the highest loading on the measured construct and has a lower loading on other constructs with a minimum difference of 0.1 (Hair et al., 2017).

Reliability. Reliability testing tests the consistency of indicators in measuring constructs. Reliability evaluation uses the Composite Unwavering quality and Cronbach's Alpha approaches. The outcomes of unwavering quality testing are displayed within the taking after table.

Table 3. Reliability

	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
BE	0,829	0,831	0,880	0,595
DM	0,759	0,760	0,847	0,580
PD	0,850	0,855	0,893	0,627
UGC	0,800	0,804	0,869	0,625

Source: Processed data (2025)

Table 3 shows the results of reliability testing using Cronbach's Alpha. All variables in this study have a value above 0.7. The Brand Equity (BE) variable has a value of 0.829, Digital Marketing (DM) of 0.759, Purchase Decision (PD) of 0.850, and User Generated Content (UGC) of 0.800. These values indicate that all variables used in this study have a good level of reliability (Hair et al., 2017).

Composite Reliability (rho_a and rho_c) The rho_a value shows that all constructs are above 0.7 (BE=0.831, DM=0.760, PD=0.855, UGC=0.804), The rho_c value also shows results above 0.7 (BE=0.880, DM=0.847, PD=0.893, UGC=0.869). These two values confirm that the constructs have good composite reliability according to the criteria (Hair et al., 2017).

Evaluation of the AVE value produces a satisfactory figure which exceeds 0.5 for each variable. Specifically, the value for Brand Equity was recorded at 0.595, while Digital Marketing reached 0.580. Purchase Decision (PD) is 0.627, and User Generated Content (UGC) is 0.625. According to (Hair et al., 2017) These values prove that each variable can explain more than 50% of the variance of its indicators, thus meeting the requirements of convergent validity.

2. Structural Model Evaluation - Hypothesis Testing

R-Square. The results of the R-Square test of the relationship between variables are presented in the following table.

Table 4. R-Square

	R Square	R Square Adjusted
PD	0,724	0,720

Source: Processed data (2025)

Table 4. Shows the results of the structural model analysis (inner model), R-Square, and Adjusted R-Square can be explained as follows (Hair et al., 2017):

The R-Square value of 0.724 indicates that 72.4% of the variance in the Purchase decision (PD) variable can be explained by the model of the independent variables (Digital Marketing, Brand Equity, and User generated Content). The R-Square values of 0.75, 0.50, and 0.25 are classified as high, medium, and low, respectively. With a coefficient of 0.724, this model shows a strong category in explaining the dependent variable (Hair et al., 2017).

The Adjusted R-Square value of 0.720 is a value that has been adjusted for the number of predictor variables and sample size. The research model shows the ability to explain 72%

of the variation in Purchase Decisions, taking into account the complexity and sample suggestion. The similarity of the values between the R-Square and the adjusted R-Square indicates that the predictive stability of the model is stable and not overfit.

Hypothesis Testing. Hypothesis testing is carried out to verify the research statement and produce conclusions regarding the acceptance or rejection of these assumptions. The following is a summary of the test results.

Table 5. Statistical Test Result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
BE -> PD	0,453	0,451	0,061	7,408	0,000
DM -> PD	0,349	0,353	0,055	6,298	0,000
UGC -> PD	0,124	0,123	0,062	1,984	0,048

Source: Processed data (2025)

Table 5 addresses the results of testing the direct effect according to (Hair et al., 2017) it can be explained that:

Path analysis revealed a substantial impact of Brand Equity on Purchase Decision, indicated by a coefficient of 0.453, a T-statistic value of 7.408, which exceeds 1.96, and P-values of 0.000 below 0.05. This finding places Brand Equity as the factor with the most decisive influence.

The relationship between Digital Marketing and Purchasing Decisions is proven meaningful, as reflected by the path coefficient of 0.349, T-statistic of 6.298, which exceeds the threshold of 1.96, and P-values of 0.000 below 0.05. Digital Marketing takes the second position in terms of influence magnitude.

User generated content significantly impacts Purchase Decisions, evidenced by P-values of 0.048 below 0.05, T-statistic of 1.984 exceeding 1.96, and path coefficient of 0.124. Although the effect is more moderate, the results are still statistically significant. (Hair et al., 2017) state that at the 95% confidence level, a significant relationship can be indicated by a t-statistic value greater than 1.96 and a p-value less than 0.05.

Discussion

The Influence of User Generated Content (UGC) on Purchase Decision. The statistical results are in the hypothesis testing table, where the P-values are 0.048 (<0.05). The findings of the hypothesis test show that User Generated Content (UGC) significantly influences consumers' decisions to purchase skincare products. User generated content (UGC) can help with marketing activities. The significance of Client Created Substance (UGC) to Buy Choices lies within the truth that substance is made intentionally, ingrains more prominent belief in substance or surveys transferred by other clients, hence affecting the decisions made by shoppers. Usually decided based on the respondents' answers, it appears that Client Created Substance (UGC) is more reliable within the Tiktok application so that it can offer assistance to buyers sometime recently making a Buy Choice. Therefore, content created voluntarily by users can increase the number of decisions in the Tiktok application. The findings of this study are supported by previous researchers, namely (Hidayah & Nurrohim, 2023). This

low level of influence can be explained through one of the fundamental factors in the context of digital consumer behavior, in a social media ecosystem such as Tiktok, consumers are currently facing the phenomenon of information overload where they are exposed to a very high volume of UGC every day. This content saturation leads to a reduction in consumer responsiveness to each individual content they consume. Consumers tend to develop more selective filtering mechanisms, so not all of the UGC they see will directly influence their purchasing decisions.

The Influence of Brand Equity on Purchase Decision. Statistical results can be seen in the hypothesis testing table, where the P-values are 0.000 (<0.05). The hypothesis test results show that Brand Equity significantly influences the Purchase Decision of Skincare Products marketed through the Tiktok platform. Through viral creative content, skincare brands can build awareness, create strong associations, and develop positive quality perceptions in the minds of consumers. When consumers are exposed to content that shares positive skincare product reviews, tutorials, and usage experiences, it builds brand loyalty among followers. By designing a loyalty program, it is essential to impact consumers' recognition of their status, acquiring designs, and association with the trade. Offers techniques that can develop and hold clients with tall store devotion. Customers are more likely to find communications relevant and trustworthy if they value participation in loyalty programs. This can result in more effective communication, increasing customer loyalty to the store (Curatman & Suliyanto, 2022). The high engagement and interaction of Tiktok users with skincare-related content also further strengthens the impact of Brand Value on Buy choices, where customers are more likely to purchase skincare items with great notoriety and get numerous positive surveys on the stage.

Brand Equity directly and positively affects the Purchase Decision of Skincare products. These results may imply that when a skincare product brand builds substantial Brand Equity, this will lead to good consumer purchasing behavior. Brand Equity drives the relationship between products and consumers by providing value that increases satisfaction and loyalty and facilitates faster buyer decisions; when a brand is considered valuable by consumers, it increases their satisfaction and instills confidence in the Purchase Decision. The findings of this study are supported by previous researchers, namely (Supapon & Sukhawattanakun, 2023).

The Influence of Digital Marketing on Purchase Decision. The measurable comes about can be seen within the theory testing table, where the P-values are 0.000 (<0.05). The hypothesis test results show that Digital Marketing significantly influences the Purchase Decision of Skincare Products marketed through the Tiktok platform. Digital marketing in the form of creating engaging content has the power to increase brand recognition and change consumer behaviour, especially among younger consumers. Skincare companies can use the Tiktok platform to expand their audience and improve their product sales with the right marketing plan. In addition, Tiktok users' favourable ratings and testimonials are crucial in building consumer trust, which influences purchasing decisions.

Advanced promoting has ended up being an exceedingly fruitful special and showcasing device. Advanced showcasing includes utilizing internet-connected gadgets to connect with clients through different computerized media, permitting businesses to remain associated online. Social media stages are basic to this approach as they give implications for social association, deals, advancement, day-to-day back, data sharing, and communication (Sari, 2021; Lusyana, 2024). The most advantage of computerized promoting is its capacity

to grow showcase reach. The discoveries of this ponder are upheld by past analysts, specifically by (Lusyana et al., 2024) advanced promoting incorporates a critical affect on buy choices, coming about in an energetic and productive showcase environment for buyers and marketers.

E. Conclusion

This study makes an important contribution to the development of literature on consumer behavior in the digital age, particularly in the context of social media platforms such as Tiktok. Theoretically, these findings reinforce the understanding that brand equity has a dominant influence in shaping consumer purchasing decisions, brand strength is still a key element despite rapidly evolving digital trends. User Generated Content (UGC) plays a significant role in shaping perceptions of trust and authenticity in products, especially in the skincare category. It enriches previous theories regarding consumer confidence and digital social influence in decision-making processes. This study also provides reinforcement to the theory of digital marketing, especially in the context of social media, by showing that digital marketing strategies on Tiktok are able to have a real influence on consumer behavior.

Brand equity is a factor that can determine the importance of building a strong and trusted brand image, including consistency in product quality and brand communication. The significant influence of User Generated Content (UGC) provides an impetus for brands to more proactively attract customers to share their reviews, testimonials, or experiences using products organically. Although this study is limited to the Cirebon, Indramayu, and Kuningan regions, the results still provide an overview that can be applied to similar markets, especially regions with emerging digitization characteristics. In the future, these results can be a foundation for broader research and local-based marketing strategies.

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