

Consumer Perspective On Osyin Glow Marketed Through Tiktok Shop

Rizky Kurniawan¹, Ema Nurzainul Hakimah²

Universitas Nusantara PGRI Kediri, Jl. KH. Ahmad Dahlan No.76, Mojoroto, Kota Kediri, East Java, 64112, Indonesia

Kurniawanr840@gmail.com¹, emahakimah@unpkediri.ac.id²

*correspondence writer

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Abstract

The purpose of the study: this study aims to find out how consumers view Osyin Glow products marketed through TikTok Shop, including their perception of product quality, price, and value.

Design/Method/Approach: This study applies a qualitative method with a phenomenological approach, using thematic analysis techniques. This collection was carried out using triangulation techniques, which involved interviews with two customers on the TikTok Shop Osyin Glow account who had shopping experience and were willing to be interviewed. The selection of informants meets the requirements of relevance, recommendation, relationship, readiness, and assurance. The validity is tested by triangulation techniques.

Research Findings:

Research shows that the quality of Osyin Glow products has a significant positive effect on consumer buying interest on TikTok Shop. Consumers tend to be more interested in buying products that they consider to be of good quality.

Theoretical contribution/Originality: This research has originality because it focuses on a specific product, namely Osyin Glow, which is marketed through TikTok Shop. This provides a new perspective in understanding how beauty products compete in a highly competitive digital market.

Practitioner/Policy Implications: This research that TikTok Shop Osyin Glow improves customer satisfaction, it is important for Osyin Glow to ensure good service quality, including quick response to consumer inquiries and complaints, as well as ease in the purchase process.

Research limitations: these limitations suggest that while the research provides valuable insights into consumers' perspectives on Osyin Glow on TikTok Shop, there are several aspects that need to be considered for future research in order for the results to be more comprehensive and representative.

Keywords: Consumer perspective, TikTok Shop

1. Introduction

Product marketing in the digital age has undergone a significant transformation, especially with the emergence of social media platforms that allow direct interaction between sellers and consumers. TikTok is a social media platform that is very popular with teenagers and adults. The role of the TikTok app in online advertising is significant thanks to the exciting features it offers. Today, TikTok has reached the wider community, especially among students. The presence of TikTok has influenced the lifestyle of college students by encouraging them to follow various trends that are growing on social media[1]. One of the products that stands

out on TikTok Shop is Osyin Glow, a beauty product that offers innovative solutions for consumers to take care of their facial and body skin. This product is designed to meet the needs of an ever-growing market, especially among the younger generation who are active on social media. Osyin Glow leverages influencers and video content to build brand image and attract consumers' attention. With creative and interactive marketing, Osyin Glow not only focuses on selling products, but also on creating a pleasant shopping experience for consumers. This reflects a shift in consumer behavior that increasingly prioritizes experience and engagement in the buying process.

And TikTok Shop also has four buyer characters that reflect their behavior and preferences when shopping[2]. The first is Bargain Hunters or discount hunters, who are very interested in attractive offers and promos; About 77% of them will immediately buy or stock up on a product when they find a discount. Second, Inspirational Hunters, who are actively looking for trends and doing more research before deciding to buy, with 95% of them doing additional research. Third, Effortless Shoppers or practical shoppers, who prefer an easy and seamless shopping experience, 89% of them enjoy a seamless shopping process on TikTok. TikTok Shop realizes the importance of customer loyalty economically, because if we look at loyal customers who contribute significantly to long-term profitability on Tiktok Shop[3]. Lastly, there are Purposeful Shoppers or purpose-driven shoppers, who are looking for brands that align with their personal values, where 95% of them are trying to find products that fit their desired needs. These characters show that TikTok Shop users are not only shopping on a sparse basis, but also tend to do research and consider various factors before making a purchase decision.

In addition to character, there is also a tendency for consumers to choose to shop on TikTok Shop influenced by various factors that reflect their behavior and preferences. One of the main reasons is the relatively low price, where around 76% of consumers choose TikTok Shop because of its attractive promotions and price offers. In addition, the ease of access and convenience of online shopping is an important factor; Many consumers prefer to shop from home without having to go to a physical store, especially when there are offers like free shipping. Engaging interactions and content also play a big role in attracting consumer interest, especially among today's generation of children, who tend to be more engaged with video content and product recommendations. Surveys show that 55% of users end up making unplanned purchases, which indicates the presence of an impulsive element in their shopping behavior. In addition, special moments such as national shopping days also increase consumer interest in shopping, with many looking for discounts and voucher gifts. Overall, the combination of competitive pricing, ease of access, engaging content, and effective promotions creates a strong tendency for consumers to choose TikTok Shop as their online shopping platform[4]. This can be seen from the way consumers take advantage of digital devices and information available in the marketplace to learn about products. Consumers are no longer dependent on the information provided by sellers. One of the sources of information that can be used by consumers to understand a product or brand is a site that presents reviews or reviews from consumers about various products. Similarly, in transactions that take place on the TikTok Shop feature, factors that influence consumers' decisions in purchasing products include credibility. This can be seen from the product review content presented directly, which can attract consumer confidence that the product is indeed of quality. In addition, reviews from consumers who have made a previous purchase on each product sold allow consumers to judge the quality and shape of the product they want to buy, so they can be more sure whether the product is worth buying or not[5].

Not only TikTok Shop characters, there are also products that are marketed. Meanwhile, the definition of Product According to Kotler, a product is everything that can be offered to the market to be considered, used, purchased or consumed that can satisfy the desires or needs expected by the user[6]. The products sold on TikTok Shop are very varied ranging from Clothes, Electronics, One of the basic needs is Cosmetics. For example, Osyin Glow is one of the increasingly popular brands of skincare and body care products in Indonesia. In recent years, the beauty industry in Indonesia has experienced rapid growth, with many consumers turning to local products that offer quality on par with international brands. The brand is known for its focus on using natural and safe ingredients, which are designed to meet the skincare needs of the face and body, especially in Indonesia's tropical climate. Osyin Glow offers a variety of products, including night lotions, serums, and other body treatments, aimed at providing maximum results for its users. Osyin Glow aims to raise public awareness of the importance of safe and effective skin care. Osyin Glow takes advantage of this trend by presenting products that are not only affordable but also dermatologically tested and have obtained halal certification. Osyin Glow also prioritizes product quality. With good product quality, good service will make the brand image will always be remembered by customers. Likewise the meaning of brand image According to Tjiptono (2015:49), consumer confidence in buying goods or towards certain brands is referred to as brand image[7]. Brand image is a consumer's memory of a brand or belief that is embedded in the consumer's mind. while according to Surachman (2008) defines a brand image as a part of a recognizable but unpronounceable brand, such as a logo, special letter or color design, or customer perception of a product or service represented by the brand[8].

With an active marketing strategy on social media, Osyin Glow has managed to attract the attention of many consumers, especially the younger generation who are active on digital platforms, especially on TikTok Shop. Through collaboration with influencers and marketing on TikTok Shop, Osyin Glow is able to build a strong brand image and increase customer loyalty. Osyin Glow's presence in the skincare and body care market shows that consumers increasingly appreciate products that are not only effective but also BPOM and safe for users.

One of the marketers uses TikTok Shop to sell skincare and bodycare products on Osyin Glow's TikTok Shop account. In this study, the researcher wants to find out and also reveal the perspective of consumers who use Osyin Glow Products by buying using TikTok Shop, especially on the Osyin Glow account. For new users of Osyin Glow Products, you can see product reviews on sales on the Osyin Glow TikTok Shop account before buying. There have been many comments from users of Osyin Glow products who have commented after using Osyin Glow products suitable for the skin of the face or body, the price is cheap but the benefits are many, especially for brightening the skin, most of the comments are body care products, while the comments for skincare are many suitable, the price is cheap, the face is more glowing and bright. As for the service at the TikTok Shop Osyin Glow, buyers can ask about the product to the live host about the product packaging, texture, benefits, how to use it and also how much is recommended for the storefront that suits the needs of their facial or body skin problems.

To find out more about the consumer perspective on Osyin Glow marketed through the Osyin Glow TikTok Shop account, this research was conducted by focusing on the interactive experience during the live streaming session and its impact on purchase decisions. Previous research has focused more on general consumer behavior and the impact of live interactions in live streaming sessions, but has not specifically explored consumer experiences and

perceptions of specific brands. Therefore, it is important to analyze the consumer's perspective on Osyin Glow, including the factors that influence their purchase decisions and satisfaction. By understanding this perspective, it is hoped that it can provide deeper insights for product developers and marketers in improving their marketing strategies in the ever-evolving digital era.

1.1. Problem Statement

Although TikTok Shop has become an innovative and effective e-commerce platform in marketing products, there is still a lack of understanding of how consumers respond to the marketing of Osyin Glow's beauty products on the TikTok Shop platform by TikTok Shop Osyin Glow.

1.2 Research Objectives

The objectives of this study are as follows:

1. Analyze the consumer's perspective on Osyin Glow in the context of marketing carried out through TikTok Shop, including factors considered before making a purchase decision.

2. Method

2.1 Research Approach

In this study, a qualitative method is applied with a phenomenological approach to understand consumers' perspectives on Osyin Glow sold through TikTok Shop. According to Sugiyono (2019), activities in qualitative data analysis are carried out interactively and take place continuously until the end so that the data is saturated[9]. There are several components in the data analysis as follows:

a. Data Collection

In qualitative research, data collection is carried out through observation, in-depth interviews, and documentation, or a combination of the three methods known as triangulation.

b. Data Reduction

Data reduction refers to the process of summarizing and selecting important information, focusing on substantive elements and the search for relevant themes and patterns.

c. Data Presentation

Data presentation in qualitative research can be done in a variety of formats, including short narratives, diagrams, relationships between categories, flowcharts, and other forms of presentation.

d. Verification

The conclusions resulting from data collection need to be continuously verified throughout the research process to ensure validity and objectivity. Qualitative data analysis is iterative and integrated, including the stages of reduction, presentation, and conclusion drawn. If the conclusions obtained are considered inadequate, then additional data collection needs to be carried out and analyzed to maintain validity and objectivity.

In this context, to convey a number of criteria that can be used in selecting informants who are able to provide accurate information, emphasizing that the selection of informants in qualitative research is a very crucial aspect. Therefore, it is important to select an informant based on the following criteria: relevance, recommendation, relationship, readiness, and assurance. These criteria will be further explained as follows:

1. **Relevance:** The informant selected for this study must have a deep connection and understanding of the issues discussed. Only if it meets these criteria can an informant be considered relevant. The number of informants participating in this study was two people, namely Arjun Dan Lila, who acted as customers on TikTok Shop Osyin glow.
2. **Recommendation:** In the context of this research, informants are expected to have a deep understanding and relevance to the issue being discussed. Based on the recommendation of Alfi Mufidatul Ula as the owner of the Osyin glow business and the informants selected in this study consist of Rara and Khalista, who are customers of the Osyin glow TikTok Shop.
3. **Relationships:** In order to gain deeper insights from informants, researchers need to build more intimate relationships. One way to achieve this is to interact and discuss frequently about the research topic being researched.
4. **Readiness:** The informants in this study must be really ready to undergo interviews so that the data obtained is more numerous, relevant, and accurate. In this context, the informant asked customers who were willing to be interviewed during the Live promotion of Osyin glow products on TikTok Shop. Before conducting the interview, the researcher first confirmed to the informant.
5. **Guarantee:** The selected informant must speak according to the actual circumstances. During the interview, the informant should not feel pressured in any form, and the atmosphere of the interview should take place like a relaxed discussion.

The conclusions drawn from the collected data need to be continuously verified throughout the research to ensure the validity and objectivity of the data, so that the final results can be accounted for. Qualitative data analysis is a continuous, iterative, and continuous process, which connects data reduction activities, data presentation, and conclusion drawn. If the conclusions drawn at this time still have shortcomings, then additional data is needed. The additional data must also be analyzed through a series of data reduction activities to ensure its validity and objectivity.

In this study, triangulation techniques are used to improve the validity of the data. The researcher combined three data collection techniques, namely interviews, observations, and

document analysis. Interviews are conducted with the main informants to dig up information on the marketing strategies applied. Observation is used to directly understand the implementation of the strategy in the field. Meanwhile, document analysis includes examining marketing documents and financial reports. This combination helps reduce bias and ensures that the data obtained is more comprehensive and in-depth. With the theory of triangulation techniques, the results obtained in the study will be supported by existing theories [10].

3. Results and Discussion /Results and Discussion

3.1 Results

This study uses a phenomenological approach that successfully identifies service quality in increasing customer satisfaction at TikTok Shop Osyin glow. The observation results show that good facilities and service quality have a significant impact on customer satisfaction. The interaction between customers and staff also went well, which also increased customer satisfaction. The informants in this study were selected based on relevance, recommendation, relationship, readiness, and assurance, with a total of two informants who met the criteria as customers at TikTok Shop Osyin glow. The interview was conducted to find out information about the quality of services available at the Osyin glow TikTok Shop.

Table 1. Interview with an informant on TikTok Shop Osyin Glow

It	Question	Results (Arjun)	Results (Lila)	Conclusion
1.	Do you feel that Osyin Glow products meet the claims stated on the packaging marketed through the Osyin Glow TikTok Shop account?	Yes, I feel that Osyin Glow products meet the claims on the packaging. After using the Osyin Glow product for a few weeks, I saw results that were as promised. So, I am quite satisfied and feel that this product really works. <i>(Ya, saya merasa produk Osyin Glow memenuhi klaim yang ada di kemasan. Setelah menggunakan produk Osyin Glow selama beberapa minggu, saya melihat hasil yang sesuai dengan yang dijanjikan. Jadi, saya cukup puas dan merasa produk</i>	I think it's appropriate, yes, even though the brightness level is a bit long, yes, maybe it's also because my skin is also rhinoceros skin type that is difficult to brighten. But it's good that this is an osyin glow. <i>(menurutku sesuai, ya meski tingkatan cerahnya itu agak lama, ya mungkin juga karena kulitku juga sih yang tipenya kulit badak susah cerah. Tapi bagus lah ini osyin glow).</i>	The two respondents argued that this product was in accordance with the claims listed on the packaging marketed through the TikTok Shop Osyin Glow account. Respondent S was satisfied with the results obtained after a few weeks of using the product, while respondent L also agreed with that claim, although the process to get bright results took a little longer due to her skin type. However, L still considers that this product provides satisfactory results.

ini benar-benar bekerja).

2.	What is the main reason why you are interested in buying Osyin Glow products through TikTok Shop?	I was interested in buying Osyin Glow through TikTok Shop because again the advertisement for this product appeared in my FYP. It makes me curious, especially when I see the reviews are many positive and seem to be easy to buy. So I just gave it a try. <i>(Saya tertarik beli Osyin Glow lewat TikTok Shop karena lagi-lagi iklan produk ini muncul di FYP saya. Bikin penasaran aja, apalagi pas lihat review-nya banyak yang positif dan kelihatannya gampang dibeli. Jadi saya coba aja).</i>	I bought Osyin Glow on TikTok Shop because of the many promos, easy payment process, and positive testimonials from previous buyers. <i>(Saya membeli Osyin Glow di TikTok Shop karena banyak promo, proses pembayaran yang mudah, dan testimoni positif dari pembeli sebelumnya).</i>	Both answers show that the main reason for buying Osyin Glow on TikTok Shop is because of the ease and convenience of transactions, as well as positive reviews that increase trust. In addition, factors such as attractive advertisements and promo offers also influence purchase decisions.
3.	Do you feel more comfortable buying Osyin Glow on TikTok Shop compared to other online shopping platforms? If so, what is the main reason?	Yes, I feel more comfortable buying Osyin Glow on TikTok Shop because everything is already in one application. I can see reviews from people directly, and it's easy to find the goods. The payment process is also simple, so it's more practical. <i>(Ya, saya merasa lebih nyaman beli Osyin Glow di TikTok Shop karena semuanya udah ada di satu aplikasi. Saya bisa lihat langsung review dari orang-orang, terus gampang juga cari barangnya. Proses</i>	I prefer to buy on TikTok Shop because it's easy, there are many promos and discounts, and live streams that make me more confident and feel close to the seller. <i>(Saya lebih suka beli di TikTok Shop karena mudah, banyak promo dan diskon, serta live stream yang membuat saya lebih yakin dan merasa dekat dengan penjual).</i>	Both answers show that the convenience of buying Osyin Glow on TikTok Shop comes from the ease of access, the existence of various promos, and trust that arises from user reviews and direct interaction with sellers through the live stream feature. Practical aspects and features that make the purchase process easier are the main factors that make users prefer TikTok Shop over other shopping platforms.

		<i>bayarannya juga simpel, jadi lebih praktis).</i>		
4.	Is the price of Osyin Glow the main factor that influences your decision to buy this Osyin Glow product through TikTok Shop?	In my opinion, the price of Osyin Glow is indeed important, but not the main thing. If the price is too expensive, I must think twice, but if the price is still reasonable and there is a discount or promo, then I will be more interested in buying. <i>(Menurut saya, harga Osyin Glow memang penting sih, tapi bukan yang utama. Kalau harga terlalu mahal, pasti saya pikir dua kali, tapi kalau harganya masih masuk akal dan ada diskon atau promo, baru saya jadi makin tertarik untuk beli).</i>	I pay more attention to the quality of the products and attractive offers on TikTok Shop, even though the price influences. If the price matches the quality, I am more confident to buy. <i>(Saya lebih memperhatikan kualitas produk dan penawaran menarik di TikTok Shop, meskipun harga mempengaruhi. Jika harga sesuai dengan kualitas, saya lebih yakin untuk membeli).</i>	From these two answers, it can be concluded that although the price of Osyin Glow affects the purchase decision, other factors such as product quality and the existence of promos or discounts also have an important role. Buyers tend to look for a balance between a reasonable price and the value that the product offers.
5.	What do you think about the ease of transactions on TikTok Shop when buying Osyin Glow?	I feel that transactions on TikTok Shop are very easy. All processes are fast, starting from choosing the goods, paying, to confirming delivery, everything is clear and not complicated. I can even pay using the method I like, so it's very comfortable. <i>(Saya sih merasa transaksi di TikTok Shop sangat mudah. Semua prosesnya cepat, mulai dari pilih barang, bayar, sampai dapat konfirmasi pengiriman,</i>	Transactions on TikTok Shop are very easy thanks to its user-friendly interface. Just click, pay, and the item is ready to ship quickly and efficiently. <i>(Transaksi di TikTok Shop sangat mudah berkat interface yang user-friendly. Cukup klik, bayar, dan barang siap dikirim dengan cepat dan efisien).</i>	Both answers show that the ease of transactions on TikTok Shop is one of the reasons why users feel comfortable shopping, especially to buy Osyin Glow. The fast process, flexible payment system, and easy-to-understand display make users feel more practical and efficient in transacting.

		<i>semuanya jelas dan nggak ribet. Bahkan bisa bayar pakai metode yang saya suka, jadi nyaman banget).</i>		
6.	How important is the seller's credibility and store reputation on TikTok Shop in your decision to buy Osyin Glow?	In my opinion, the credibility of the seller and the reputation of the store are very important. If I see a store that has good ratings and many positive reviews, I am more confident to buy. If the store is new or the rating is low, I must think twice. <i>(Menurut saya, kredibilitas penjual dan reputasi toko itu sangat penting. Kalau saya lihat toko yang punya rating bagus dan banyak ulasan positif, saya jadi lebih yakin untuk beli. Kalau tokonya baru atau rating-nya rendah, saya pasti mikir dua kali).</i>	The reputation of the store is very important to me. If many people are satisfied and the reviews are good, I believe more in the item being sold, so I look for a trusted store before buying. <i>(Reputasi toko sangat penting bagi saya. Jika banyak orang puas dan review-nya bagus, saya lebih percaya pada barang yang dijual, jadi saya mencari toko terpercaya sebelum membeli).</i>	Both answers show that the credibility of the seller and the reputation of the store on TikTok Shop have a great influence on Osyin Glow's purchase decision. Positive reviews and good ratings are the main factors that increase consumer confidence, so they are more confident to buy from reputable stores.
7.	Did you buy Osyin Glow because of the recommendation of a friend or family who also saw Osyin Glow products on TikTok Shop?	Yes, I bought Osyin Glow because my friend recommended it. He said he saw this product on TikTok Shop and he was very satisfied, so I was interested in trying it out too. <i>(Ya, saya beli Osyin Glow karena teman saya yang rekomendasikan. Dia bilang dia lihat produk ini di TikTok Shop dan dia puas banget, jadi saya tertarik buat coba juga).</i>	I initially saw Osyin Glow on TikTok Shop, but after hearing positive experiences from friends who also bought it, I became more confident to buy it. <i>(Saya awalnya melihat Osyin Glow di TikTok Shop, tetapi setelah mendengar pengalaman positif dari teman yang juga membelinya, saya jadi lebih yakin untuk membeli).</i>	Both answers showed that recommendations from friends or family influenced Osyin Glow's purchase decision enough. Although most see the product for the first time on TikTok Shop, positive stories or experiences from people closest to them make them more confident to buy.

Source : Interview data December 23, 2024

The results of interviews conducted with Arjun and Lila as consumers of Osyin Glow products as shown in table 1, provide an overview of consumers' perspectives on Osyin Glow marketed through TikTok Shop. Arjun and Lila explained that Osyin Glow products marketed through TikTok Shop can help consumers in making purchases because of the many promos offered.

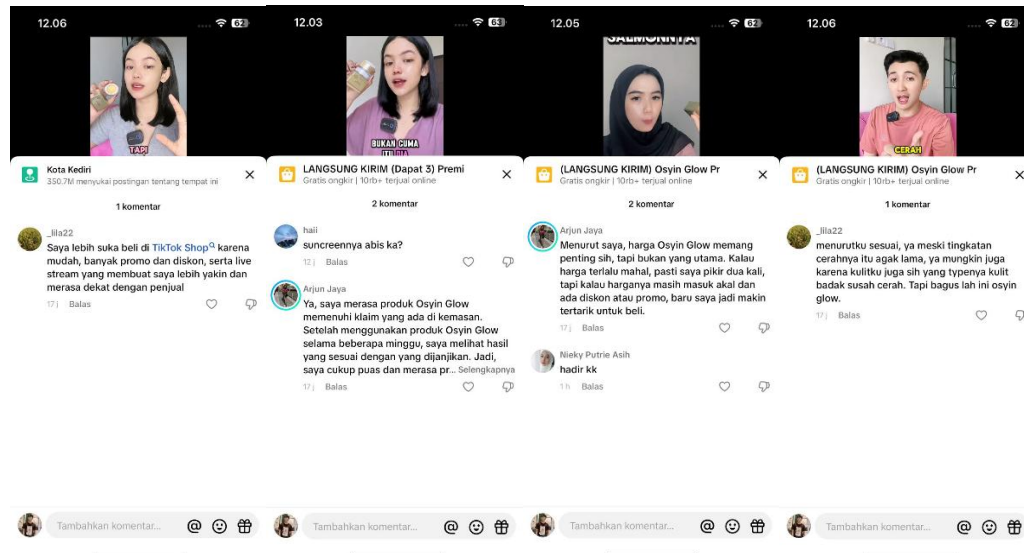


Figure 3.1 Consumer Comments

Source : Observation Data December 24, 2024

According to observations that have been made from consumer comments on Osyin Glow products, it is easy to buy through TikTok Shop and there are many discounts and prices that are still reasonable with the promised quality comparison. Some consumers also said that Osyin Glow products also changed their skin so that consumers could buy back through the Osyin Glow TikTok Shop.

Results of Triangulation techniques from Observation and Interview.

Aspects	Observation	Interview	Conclusion
Product Satisfaction	Consumers are satisfied with the quality of the product after regular use, although the results vary depending on the skin type.	The informant stated that the product matched the claims on the packaging, although the results on the skin varied.	Osyin Glow products live up to the promised quality claims, with varying levels of effectiveness between individuals.
Reason for Purchase	Consumers are interested in buying because of the advertisements that often	The informant is interested because he often sees products on TikTok FYP and	Advertising factors, positive testimonials, and promotions

	appear and attractive promotions.	positive testimonials from other users.	influence consumers' purchasing decisions.
Comfort Platform	Consumers feel comfortable shopping through TikTok Shop because the process is simple and fast.	The informant assessed TikTok Shop to be practical with a user-friendly interface and live streaming features.	TikTok Shop provides convenience in transactions and product accessibility.
Product Price	The price is considered reasonable and in accordance with the quality of the products offered.	Price is considered important, but it is not the main factor if the quality of the product is satisfactory.	Competitive prices are a supporting factor, but quality remains a top priority.
Ease of Transaction	The transaction process is considered easy, fast, and transparent.	Informants are satisfied with the flexible payment system and efficient transaction process.	TikTok Shop provides a practical and easy-to-understand transaction system.
Seller Credibility	Trust increases with positive reviews and good store ratings.	The credibility of the store and the reputation of the seller influence the purchase decision.	The credibility of the store and positive reviews reinforce consumer confidence.
Social Recommendations	Some consumers buy products based on the recommendations of friends or family.	Recommendations from friends and family influence the confidence to buy.	Recommendations from the social environment increase consumer confidence to try the product.

Source : Results of Triangulation of Techniques from Observation and Interview December 23, 2024

According to Table 2, this illustrates the consistency between the results of observations and interviews in understanding the consumer's perspective on Osyin Glow products on TikTok Shop. Product quality, transaction convenience, and store credibility are the main points that affect consumer satisfaction and purchase decisions.

3.2 Discussion

The results of this study show that the quality of Osyin Glow products marketed through TikTok Shop has a significant role in influencing consumer satisfaction and purchase decisions. Service quality dimensions, such as responsiveness, reliability, empathy, and assurance, have proven to have a positive impact on the consumer shopping experience. This is reflected in the informant's reviews that show a high level of satisfaction, both with the products and services they receive during the purchase process and post-purchase.

Consumer perception of Osyin Glow is also supported by interactive interactions during live streaming sessions on TikTok Shop. Consumers feel more confident in the product because they can instantly see usage demonstrations, read other user reviews, and ask questions to the host in real-time. This aspect not only increases consumer trust in the product but also creates a fun and interactive shopping experience.

In terms of product quality, both informants responded positively to the texture, aroma and effectiveness of the product, although the results for certain needs, such as skin brightening, took longer for some consumers. In addition, the ease of the purchase and fast delivery process is an added value for consumers, reinforcing the impression that TikTok Shop Osyin Glow offers a comprehensive and satisfying shopping experience.

Overall, the results of this study underscore the importance of a holistic approach to digital marketing, where aspects of product quality, customer service, and social media platform-based interactions contribute to the creation of consumer loyalty. By optimizing this strategy, brands like Osyin Glow can maintain their competitiveness in an increasingly competitive digital market. The results of this study are supported by the results of interviews with two informants, who stated that the consumer's perspective on Osyin Glow is marketed through TikTok Shop.

4. Conclusion

This study examines the consumer perspective on Osyin Glow products marketed through TikTok Shop with qualitative methods and phenomenological approaches. The results of the study show that product quality, ease of transactions, and direct interaction through the live streaming feature on TikTok Shop play an important role in shaping positive consumer perceptions. Consumers consider Osyin Glow products to have satisfactory quality, although the results obtained may vary depending on the skin type. Competitive pricing factors, ease of payment processing, and transparency in product reviews also strengthen consumer trust. In addition, the existence of promotions and recommendations from friends or family also affects the purchase decision. Overall, this study confirms that digital marketing strategies through TikTok Shop that involve creative, interactive, and customer satisfaction-focused content can increase consumer loyalty. This research also makes a theoretical contribution in understanding consumer behavior in the digital marketing era and is practical for business actors to optimize their marketing strategies.

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