
Online Customer Review, Influencer, and Content Marketing Analysis on Impulse Buying on TikTok (Study on Skintific Skincare Products)

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Abstract

Research aim: The objective of this investigation is to examine the correlation between skintific skincare products on the TikTok platform and impulsive purchasing behavior in relation to online customer reviews, influencers, and content marketing.

Design/Method/Approach: This study employs a quantitative approach with a correlational design. Data were collected using a five-point Likert-scale questionnaire distributed online to 40 TikTok users who had been exposed to online customer reviews, influencer, and Skintific's content marketing, and who had experience purchasing the product. The collected data were analyzed using multiple linear regression with IBM SPSS Statistics version 27 via t-tests and F-tests.

Research Finding: According to the study's findings, impulse purchasing behavior is not significantly influenced by online customer reviews or content marketing. However, influencers have a positive and significant correlation with impulse buying. At the same time, impulse purchasing behavior is significantly influenced by the three variables.

Theoretical contribution/Originality: This study shows that in short video-based social commerce, the relationship between Influencers and impulse buying is more dominant than online customer reviews and content marketing.

Practitioner/Policy implication: The findings of the investigation may serve as the foundation for skincare industry participants to develop digital marketing strategies that prioritize the identification of credible influencers for TikTok users.

Research limitation: The results of this study were not generalizable due to the fact that it was restricted to a comparatively small number of respondents and concentrated on a single skincare brand.

Keywords: Online Customer Review, Influencer, Content Marketing, and Impulse Buying.

1. Introduction

Advances in digital technology and social media have transformed the way consumers search for information and make purchases through online channels. The increase in internet use in Indonesia encourages consumers to become more accustomed to reading reviews, watching product content, and transacting digitally. National data shows that the number of Indonesian internet users by 2024 has exceeded 221 million people, so consumers' exposure to digital marketing content is getting more intense [1]. This condition is important to study because of the high exposure to content on the platform social commerce has the potential to encourage impulse buying behavior, especially in skincare products that are widely promoted through TikTok.

In digital marketing studies, purchasing behavior driven by a sudden urge is known as impulse buying. Impulse buying is a buying behavior that occurs quickly and spontaneously in response to a specific stimulus without prior planning [2]. An interactive and stimulative digital shopping environment reinforces consumers' tendency to make impulse purchases, especially in the context of visual content-based social commerce. social commerce [3].

Previous research has shown that impulse buying Influenced by various digital marketing stimuli. Online customer reviews act as a source of information that shapes consumer perception and trust before making a purchase [4]. In addition, online customer reviews also related to consumer purchasing decisions in the context of e-commerce and social commerce [5]. Similar findings were shown in local studies examining the effects of online customer reviews on the purchase decision on the platform e-commerce, which confirms that consumer reviews remain an important reference in the product evaluation process [6].

In addition to consumer reviews, the existence of Influencers on social media plays a role in shaping consumers' emotional responses through the credibility and attractiveness of the message conveying figures. Influencer on purchasing decisions was also found in a study that examined product promotion through TikTok, which showed that the closeness of the figure to the audience strengthens the purchase drive [7]. On the other hand, content marketing that is presented in a relevant and creative manner on behavior impulse buying has proven to play a role in attracting consumers' attention and speeding up the decision-making process [8]. The findings are reinforced by research that examines the Influencer of content marketing and online customer reviews to buying interest on TikTok Shop, which confirms the role of visual content in shaping consumer responses [9].

Although various studies have examined online customer reviews, influencer, and content marketing, the results of previous research findings show variations in the strength of the relationship between each variable and impulse buying behavior. Some research emphasizes the role of visual content and influencer in pushing impulse buying on skincare products [10], while other studies have shown that the social commerce also Influencers the formation of consumer impulsive behavior [3]. The difference in findings shows a research gap, especially in studies that test all three variables simultaneously in the context of the product skincare on the TikTok platform. Therefore, the novelty of this article lies in the

empirical testing of relationships online customer reviews, Influencer, and content marketing on behavior impulse buying on Skintific skincare products on the TikTok platform. This article aims to analyze the relationship between the three variables and is systematically compiled which includes introduction, research methods, results and discussions, and conclusions.

1.1. Statement of Problem

Based on the background that has been described, the problem in this study focuses on how online customer reviews, Influencers, and content marketing relate to impulse buying behavior in Skintific skincare products on the TikTok platform. These problems include the partial linkage of each variable, as well as the simultaneous linkage of these three variables in shaping consumers' impulsive purchasing tendencies in the context of short video-based social commerce.

1.2. Research Objectives

In line with the research problem, the objective of this study is to analyze the relationship between online customer reviews, influencers, and content marketing with impulsive purchasing behavior toward Skintific skincare products on the TikTok platform. Specifically, this study aims to examine the relationship between each variable separately as well as the relationship among all three variables simultaneously, in order to provide a more comprehensive understanding of consumers impulsive purchasing behavior within a short video based social commerce environment.

2. Method

This study uses a quantitative approach with a correlational design to analyze the relationship between online customer reviews, influencers, and content marketing and impulsive purchasing behavior regarding Skintific skincare products on the TikTok platform. A quantitative correlational approach was chosen because this study aimed to examine the relationship between variables based on numerically analyzed statistical data, without manipulating the research variables.

The study population included TikTok users who had been exposed Online Customer Reviews, Influencer, and Content Marketing related to Skintific skincare products. The research sample amounted to 40 respondents who were determined using the purposive sampling, with the criteria that respondents are active in using TikTok and have experience purchasing Skintific products. The sample size is considered adequate for regression analysis in quantitative correlational research as commonly used in digital consumer behavior research [11].

Data collection was carried out through a five-point Likert scale questionnaire distributed online using Google Form. The research instrument was prepared by adapting indicators from previous research as a form of conceptual replication. Variable online customer reviews measured based on perceptions of information quality and the usefulness of reviews in evaluating products [5]. Variabel Influencer measured through the perception of credibility and attractiveness of the marketing message conveyor figure [7]. Variabel content marketing measured by the relevance and appeal of digital marketing content [8]. Variabel impulse buying

measured by the tendency to spontaneous purchases and the emotional impulses of consumers when shopping [2].

The collected data was analyzed using multiple linear regression with the help of IBM SPSS Statistics version 27 [12]. The analysis stages include validity tests, reliability tests, and classical assumptions tests to ensure the feasibility of the analysis model. Furthermore, a partial test (t-test), a simultaneous test (F-test), and a determination coefficient were carried out to assess the strength of the relationship between variables and the model's ability to explain behavioral variations. impulse buying.

Table 1. Validity Test Results

Variabel	Item	R count	R table	Information
Online Customer Review (X1)	1.1	0,919	0,312	Valid
	1.2	0,904	0,312	Valid
	2.1	0,960	0,312	Valid
	2.2	0,926	0,312	Valid
	3.1	0,889	0,312	Valid
	3.2	0,927	0,312	Valid
	4.1	0,932	0,312	Valid
	4.2	0,932	0,312	Valid
Influencer (X2)	1.1	0,940	0,312	Valid
	1.2	0,913	0,312	Valid
	2.1	0,895	0,312	Valid
	2.2	0,905	0,312	Valid
	3.1	0,927	0,312	Valid
	3.2	0,917	0,312	Valid
	4.1	0,926	0,312	Valid
	4.2	0,938	0,312	Valid
Content Marketing (X3)	5.1	0,906	0,312	Valid
	5.2	0,935	0,312	Valid
	1.1	0,937	0,312	Valid
	1.2	0,931	0,312	Valid
	2.1	0,919	0,312	Valid
	2.2	0,925	0,312	Valid
	3.1	0,910	0,312	Valid
	3.2	0,910	0,312	Valid
Impulse Buying (Y)	4.1	0,941	0,312	Valid
	4.2	0,922	0,312	Valid
	5.1	0,939	0,312	Valid
	5.2	0,941	0,312	Valid
	1.1	0,936	0,312	Valid
	1.2	0,925	0,312	Valid
	2.1	0,883	0,312	Valid
	2.2	0,925	0,312	Valid
	3.1	0,895	0,312	Valid
	3.2	0,934	0,312	Valid
	4.1	0,935	0,312	Valid
	4.2	0,928	0,312	Valid

Source: SPSS results from original data that was handled in 2025.

Based on the results of the validity test, all statement items in the variables Online Customer Review (X1), Influencer (X2), Content Marketing (X3), and Impulse Buying (Y) have a greater r value than the r table of 0.312 with a number of respondents as many as 40 (n

= 40) at a significance level of 5% ($\alpha = 0.05$). This indicates that each item is capable of measuring the construct in question. Thus, all items of the statement are declared valid.

Table 2. Reliability Test Results

Variabel	Number of Items	Cronbach's Alpha	Critical Alpha	Information
Online Customer Review (X1)	8	0,975	0,70	Reliabel
Influencer (X2)	8	0,979	0,70	Reliabel
Content Marketing (X3)	8	0,982	0,70	Reliabel
Impulse Buying (Y)	8	0,974	0,70	Reliabel

Source: SPSS results from original data that was handled in 2025.

The results of the reliability test in table 2 show that Cronbach's Alpha values for Online Customer Reviews are 0.975, Influencer 0.979, Content Marketing 0.982, and Impulse Buying 0.974 are all greater than 0.70. Thus, all instruments in this study are declared reliable and suitable for use.

3. Results and Discussion

This study succeeded in collecting data from TikTok user respondents who had seen or interacted with the content of Skintific skincare products. The research data was obtained through an online questionnaire distributed using Google Form as the primary data source, while secondary data was collected through literature studies relevant to the topics of impulse buying behavior and digital marketing. The data that has been collected is then analyzed to examine the relationship between online customer reviews, Influencers, and content marketing and impulse buying behavior in the context of short video-based social commerce.

3.1. Classic Assumption Test

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			40
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	1.69536783	
Most Extreme Differences	Absolute	.083	
	Positive	.082	
	Negative	-.083	
Test Statistic			.083
Asymp. Sig. (2-tailed) ^c			.200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.	.684	
	99% Confidence Interval	Lower Bound	.672
		Upper Bound	.696

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Source: SPSS results from original data that was handled in 2025.

Image 1. Normality Test Results

Based on the results of the Kolmogorov–Smirnov normality test, the Asymp value. Sig. (2-tailed) = 0.200 and Monte Carlo Sig. (2-tailed) = 0.684 showing > 0.05 . Thus, the residual is distributed normally, so that the assumption of normality is fulfilled and the analysis can be continued.

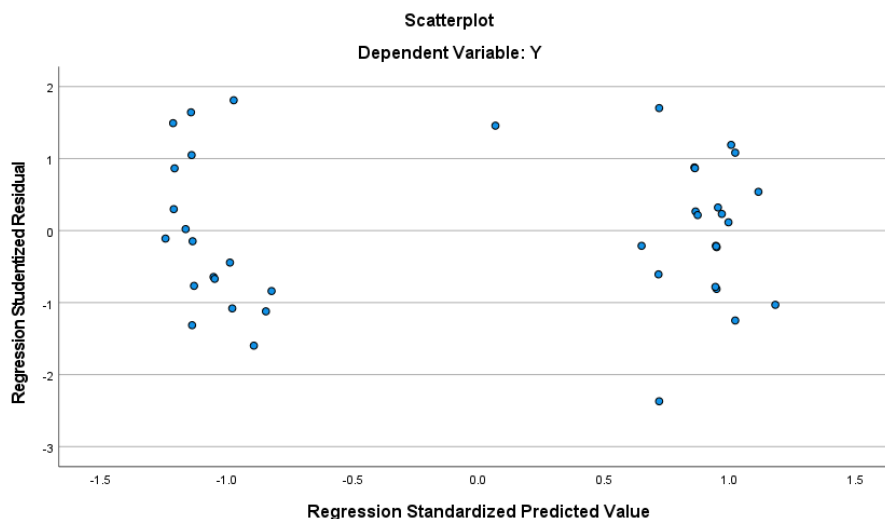
Table 3. Multicollinearity Test Results

Variabel	VIF	Tolerance	Information
Online Customer Reviews	3,585	0,279	Multicollinearity does not occur
Influencer	5,626	0,178	Multicollinearity does not occur
Content Marketing	4,877	0,205	Multicollinearity does not occur

a. Dependent Variable: Impulse Buying

Source: SPSS results from original data that was handled in 2025.

The results of the multicollinearity test showed that the Variance Inflation Factor (VIF) value for the Online Customer Review variable was 3.585, Influencer was 5.626, and Content Marketing was 4.877. All VIF values are below the critical limit of 10, while the Tolerance value of each variable is greater than 0.10. Thus, it can be concluded that there is no multicollinearity between independent variables in the regression model, so that each independent variable can explain the dependent variable independently without a strong linear relationship between the independent variables.



Source: SPSS results from original data that was handled in 2025.

Image 2. Heteroscedasity Test Results

Based on the scatter plot of the standardized regression predictions and the standardized regression residuals, it can be seen that the data points are randomly distributed and do not form any specific pattern, whether clustered, scattered, or grouped. This random distribution of the residuals indicates that there is no heteroscedasticity in the regression model. Thus, the regression model satisfies the assumption of homoscedasticity and is suitable for further hypothesis testing.

Table 4. Linearity Test Results

Variabel	Sig. Deviation from Linearity	Significance Levels	Information
Online Customer Reviews with Impulse Buying	0,414	0,05	Linear
Influencers with Impulse Buying	0,523	0,05	Linear
Content Marketing with Impulse Buying	0,301	0,05	Linear

Source: SPSS results from original data that was handled in 2025.

The results of the linearity test in the table show a Sig. Deviation from Linearity value for Online Customer Reviews (X1) with Impulse Buying of 0.414, for Influencers (X2) with Impulse Buying of 0.523, and for Content Marketing (X3) with Impulse Buying of 0.301. All of these significance values are greater than 0.05, so there are no significant deviations from the linear relationship. Thus, the relationship between each independent variable and Impulse Buying can be stated to be linear, and the linearity assumption in this research model is fulfilled.

3.2. Multiple Regression Analysis Test

Table 5. Multiple Linear Regression Test Results

Coefficients ^a				
Model	(Constant)	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta
1	(Constant)	1,268	,748	
	Online Customer Reviews	-,019	,051	-,020
	Influencer	,800	,050	1,040
	Content Marketing	-,033	,046	-,705

a. Dependent Variable: Impulse Buying

Source: SPSS results from original data that was handled in 2025.

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 1.268 - 0.019X_1 + 0.800X_2 - 0.033X_3 + e$$

The regression equations that follow are derived from the outcomes of multiple linear regression analysis:

- 1) A constant value of 1.268 indicates that when Online Customer Review (X1), Influencer (X2), and Content Marketing (X3) are constant values, then the Impulse Buying value (Y) is 1.268.
- 2) The value of the Online Customer Review (X1) regression coefficient of -0.019 indicates that every addition of 1 unit to the Online Customer Review (X1) will decrease the Impulse Buying (Y) by 0.019, assuming another variable is *ceteris paribus*.
- 3) The value of the Influencer regression coefficient (X2) of 0.800 indicates that every addition of 1 unit to the Influencer (X2) will increase the Impulse Buying (Y) by 0.800, assuming another variable is *ceteris paribus*.
- 4) The value of the Content Marketing regression coefficient (X3) of -0.033 indicates that each addition of 1 unit to Content Marketing (X3) will decrease Impulse Buying (Y) by 0.033, assuming another variable is *ceteris paribus*.

3.3. Hypothesis Test

Table 6. Hypothesis Test (T Test)

		Coefficients ^a				
Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1,268	,748		1,695	,099
	Online Customer Reviews	-,019	,051	-,020	-,380	,706
	Influencer	,800	,050	1,040	15,974	<,001
	Content Marketing	-,033	,046	-,705	-,705	,485

a. Dependent Variable: Impulse Buying

Source: SPSS results from original data that was handled in 2025.

Online Customer Review (X1) has a negative but insignificant effect on Impulse Buying (Y) ($B = -0.019$, $t = -0.380$, $p = 0.706$), as evident in Table 6. The effects of influencers (X2) on impulse buying (Y) were both significant and positive ($B = 0.800$, $t = 15.974$, $p < 0.001$). Conversely, Impulse Buying (Y) was insignificantly affected by Content Marketing (X3) ($B = -0.033$, $t = -0.705$, $p = 0.485$).

Table 7. Hypothesis Test (F Test)

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4018,878	3	1339,626	430,223	<,001 ^b
	Residual	112,097	36	3,114		
	Total	4130,975	39			

a. Dependent Variable: Impulse Buying

b. Predictors: (Constant), Content Marketing, Online Customer Review, Influencer

Source: SPSS results from original data that was handled in 2025.

The F test results in Table 7 indicate that the regression model is statistically significant ($F = 430.223$, $p < 0.001$). This means that Online Customer Reviews (X1), Influencers (X2), and Content Marketing (X3) simultaneously have a significant Influencer on Impulse Buying (Y).

3.4. Determination Coefficient Test

Table 8. Determination Coefficient Test Results

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,986 ^a	,973	,971	1,765	2,146

a. Predictors: (Constant), Content Marketing, Online Customer Review, Influencer

b. Dependent Variable: Impulse Buying

Source: SPSS results from original data that was handled in 2025.

According to Table 8, the R Square column shows a determination coefficient of 0.973. This value shows that the variables Online Customer Review (X1), Influencer (X2), and Content Marketing (X3) are able to explain the variation in Impulse Buying (Y) of 0.973 (97.3%), while the remaining 2.7% is Influenced by other factors outside this research model.

In addition, the Adjusted R Square value of 0.971 confirms that the model's ability to explain the Y variable remains very high after considering the number of independent variables used.

4. Discussion

The objective of this investigation is to investigate the correlation between impulsive purchasing behavior toward Skintific skincare products on the TikTok platform and online customer reviews, influencers, and content marketing. The analysis was conducted using multiple linear regression through partial and simultaneous testing to understand how each digital marketing stimulus, either individually or together, relates to consumers' impulsive purchasing tendencies in the context of short video based social commerce [2].

4.1. Online Customer Review Relationship to Impulse Buying (H1)

Based on the results of the t-test, online customer reviews did not show a significant relationship with impulse buying ($p = 0.706 > 0.05$), so the H1 hypothesis was rejected. These findings indicate that in a TikTok context that emphasizes fast content consumption and the dominance of visual stimulus, consumer reviews tend to act as supporting information, rather than the main trigger for impulse purchases. These results are in contrast to several findings in the context of social commerce that emphasize the role of reviews in building trust and driving impulse buying, so the difference in the character of platforms and the way consumers process information can be relevant explanations [3].

4.2. The Relationship of Influencers to Impulse Buying (H2)

The results of the t-test showed that Influencers had a positive and significant relationship with impulse buying ($B = 0.800$, $t = 15.974$, $p < 0.001$), so the H2 hypothesis was accepted. This means that the stronger the respondents' perception of Influencers (credibility and appeal), the higher the impulse buying tendency. These findings are in line with studies that confirm that Influencers can form psychological closeness and audience emotional responses that drive spontaneous purchasing decisions [7].

4.3. The Relationship of Content Marketing to Impulse Buying (H3)

According to the findings of the t-test, content marketing did not have a significant relationship with impulse buying ($p = 0.485 > 0.05$), so the H3 hypothesis was rejected. A negative regression coefficient indicates a relationship that tends to be opposite, but because it is not significant, it cannot be used as a basis for statistically strong conclusions. The results of this study suggest that content marketing has not been a determining factor for impulse buying when tested with other variables, particularly influencers. However, in other studies, content marketing has been shown to influence influencer purchasing decisions in the context of digital marketing [8].

4.4. The Relationship of Online Customer Reviews, Influencers, and Content Marketing Simultaneously to Impulse Buying(H4)

Based on the F test, the overall regression model was significant ($p < 0.001$), so the H4 hypothesis was accepted. This shows that online customer reviews, Influencers, and content marketing simultaneously have a significant relationship with impulse buying. The R-Square value of 0.973 indicates that the impulse buying variation in this study can be explained mostly

by these three variables, while the rest is explained by other factors outside the model. These findings reinforce the view that impulsive buying behavior in social commerce can be formed from a combination of digital marketing stimuli that consumers receive simultaneously [3].

5. Conclusion

According to the results of the multiple linear regression analysis, the Influencer variable (X2) has a positive and significant impact on Impulse Buying (Y) to a limited extent. Meanwhile, Online Customer Reviews (X1) and Content Marketing (X3) did not show a significant Influencer on Impulse Buying. However, the results of simultaneous tests showed that Online Customer Reviews, Influencers, and Content Marketing together had a significant effect on Impulse Buying, so the regression model was declared feasible. The high value of the determination coefficient (R Square) indicates that the variation in Impulse Buying in this study can be largely explained by the variables in the model. Thus, the findings of the study confirm that the role of Influencers is the main factor that drives impulse buying behavior in the context of this study, while customer reviews and content marketing have not been shown to have a significant partial Influencer.

The implications of these findings show that marketing strategies on TikTok are more effective when emphasizing the role of Influencers as the main trigger for impulse buying, considering that this variable has a significant relationship. Meanwhile, content marketing can still be optimized as a supporting element to strengthen message delivery and increase content appeal, but this study has not been shown to have a significant partial relationship with impulse buying.

This study has limitations on the relatively limited number of respondents and focuses on one skincare brand, the findings of this study cannot be broadly generalized. In addition, this study only tested three digital marketing variables, so there are still other factors that have the potential to Influencer impulse buying behavior. The next research is suggested to expand the scope of the research object, add other variables relevant to the characteristics of social commerce, and consider the use of mixed methods so that the understanding of digital consumer behavior becomes more in-depth.

5.1. Content Attribution

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