



TikTok marketing and influencer review on azarine sunscreen purchase intention : the mediation of brand image

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ABSTRACT

This research aims to test how TikTok social media marketing and influencer reviews can influence consumer interest in making purchases of azarine Sunscreen products with brand image as a mediating variable. Data was collected using the Google Form online questionnaire method aimed at 252 respondents using a purposive sampling technique with a quantitative approach. TikTok users who have seen advertisements for Azarine products and have seen influencer Tasya Farasya reviewing products Sunscreen Azarine was used as the population for this study. Data were analyzed through structural equation modeling (SEM) with AMOS 24 tool to analyze and evaluate measurement models and structural models of the research constructs being built. The research found that social media marketing and influencer reviews on purchase intention had a significant and positive influence. Brand image on purchase intention significantly and positively influences social media marketing and influencer reviews on consumer purchase intention.

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INTRODUCTION

One of the most significant advances made by humans in the 21st century is progress in information technology (Carley & Spapens, 2017). In this modern era, human life has been dominated by social media platforms. People can interact with others, exchange information and build connections using social media platforms (Kaye, 2021). Social media not only connects people with devices, but can also connect people with other people in all parts of the world (Pebrianti et al., 2020) which also has a significant impact on character, work and knowledge (Pekkala & van Zoonen, 2023). In January 2023, Indonesia have 212 million internet users (Databox, 2023) its indicates that over 50% of Indonesians utilize the internet. This large percentage encourages business people to use the internet as a marketing medium.

Social media marketing is a marketing strategy that makes use of social media networks to offer products or services in greater detail. Due to its ability to facilitate quick and easy consumer

communication (Seo & Park, 2018) and the development of a person's profile or self-image (Andriansyah and Maharani, 2021), social media marketing has become an essential component of business in recent years (Felix et al., 2017; Moslehpour et al., 2022). So that website visitors are interested in the products and services displayed, business actors must be able to create engaging and good content. In this era, where consumers spend most of their time online, social media marketing has become an effective way to carry out promotions (Anderson, 2020). Increased marketing via social media will influence consumers' perspective regarding online shopping positively (Dwivedi et al., 2021).

One of the social media platforms that is currently developing is TikTok. TikTok, owned by ByteDance, is an application for sharing short videos. Between 2017 and 2019, the TikTok application's usage climbed fifteen times and the Covid-19 pandemic's social limitations led to a rise in the consumption of TikTok contents (Haenlein et al., 2020). Exceeding the number of downloads from Instagram, the TikTok application has reached 1.5 billion downloads (Barta et al., 2023). According to Kompas.com (2023), in April 2023, Indonesia had 113 million TikTok users and has succeeded in becoming the country with the most users. Despite being a relatively new player in the social media space, TikTok has grown to be a major player with 1.46 billion annual users (Databox, 2023).

As time goes by, TikTok continues to innovate the features of its application, one of which is the emergence of the TikTok Shop. TikTok Shop functions as a feature that supports buying and selling transactions through the TikTok application because indirectly, TikTok application users will be aware of the marketing effect so that it can increase consumer purchase intention (Ouyang et al., 2021). TikTok Shop provides a large selection of goods from several categories, including fashion products, accessories, electronics, household appliances and cosmetic as the best seller products. Azarine Hydrasoothe Sunscreen Gel SPF45++++ 50 ml is one of the best-selling sunscreen products in Indonesia in 2022, is a locally owned beauty brand PT. Wahana Cosmetika Indonesia originates from Surabaya, East Java and is headquartered in the Sidoarjo area.

In 2018, Azarine Kosmetik released micellar water products and innovated its facial care products by releasing serums and sunscreens (BeautyJournal.id, 2022). There was an increase in sales of azarine products in September 2022, reaching 10 thousand sold on e-commerce or the equivalent of IDR 625 million. The selling price of Azarine sunscreen products is quite affordable for various groups, starting from IDR 35,000.00 to IDR 59,000.00. Azarine sunscreen became trending on Twitter with the slogan "Daily Skin Protection for Sunscreen Haters" (Herawati & Putra, 2023). According to data from Compass (2023), Azarine has the second best-selling sunscreen product. This means that the Azarine cosmetics brand is well known among Indonesian people, especially teenagers. Marketing via social media, which Azarine actively carries out, invites many beauty influencers who provide reviews regarding Azarine Sunscreen products.

An influencer posts content to social media for compensation (Campbell & Farrell, 2020). Influencers act as models or references for their followers (Hudders & Lou, 2023; Johnstone & Lindh, 2022) and it is regarded as an inspiration source for the newest fashions, goods, and brands (Lou, 2022). In this era, consumers choose to explore and use social media to spend their time, and they enjoy seeing interesting content from people they follow or influencers. According to Taan & Lesmana Radji (2019), elements of encouragement and need motivate consumers to shop. Tasya Farasya is one of the famous influencers in Indonesia, especially in the cosmetics industry commonly known as "Beauty Influencer". A Beauty Influencer has expertise in the beauty field and actively shares tips and makeup results on various digital platforms.

Tasya Farasya has 6.3 million followers on Instagram, 3.5 million followers on TikTok and 4.23 million followers on YouTube, has managed to become the most popular beauty influencer (Akurat.co, 2023). Tasya's content types are very diverse, ranging from product reviews, makeup battles, tutorials and daily vlogs (CNBC Indonesia, 2022). He also often recommends products that he likes with the label "Tasya Farasya Approved" and the Azarine Sunscreen product is one of the

products that gets this label. This will build a positive image of potential consumers who trust Tasya Farasya's review as a beauty influencer because when the review is positive the image of the brand is also getting positively.

Bashir et al. (2020) explained that brand image is the sum of customer impressions and associations about a brand that they remember after processing all information related to the brand during the communication process. Brand image is a description of businesses and consumers' perception of a company's brand as a whole, as well as specific items or product lines. Brand image must show the product's benefits and unique positioning (Kotler et al., 2017). A brand is not just a name or symbol, it has an essential role in the relationship between a business and its customers (Wardhana, 2022). According to M. Anang (2019), a brand is an image that appears in consumers' minds when they remember a particular product brand. A business needs a positive image because a good image can influence consumer purchasing intentions.

According to Al Hafizi & Ali (2021), purchase intention is a consumer behavior in response to specific objects that show the consumer's interest in buying. Purchase Intention shows how likely and willing consumers are to buy a product in the future (Chetoui et al., 2020; Vo Minh et al., 2022). Consumer purchase intention depends on how consumer beliefs influence their perceptions, thus directing them to make purchases of certain goods, services or brands. It is essential for business people to learn about consumer purchase intention because this can encourage businesses to understand the market and align the products or services that will be marketed so that business people can get more sales and profits and find out consumer retention for specific brands in the market future (Agmeka et al., 2019).

Of course, many researchers have conducted research related to purchase intention. However, it does not rule out the possibility that differences in research results will still be found from these studies, giving rise to opportunities for other researchers to conduct research again. Previous research by (Adewunmi et al., 2022; Aryudi, 2021; Ellitan, 2022; Halim et al., 2020; Y. Li & Peng, 2021; Saima & Khan, 2020; Wibowo et al., 2021) obtained the results that influencer marketing has a positive and significant relationship with purchase intention. Unlike the research results of Simbolon (2020), the results of the influencer marketing variable do not influence purchase intention in the Shopee application. Meanwhile, other research, namely social media marketing, on purchase intention has a significant influence (Almohaimmed, 2019; Ninan et al., 2020; Prasad et al., 2017). In Vidyanata (2022) research, stated that social media marketing does not influence purchase intentions. Based on these differences in results, this research was conducted to see whether there is an influence of TikTok social media marketing, influencer reviews on purchase intention and brand image as mediation on the purchase of Azarine Sunscreen skincare.

The practical implication of this research that is, this research can provide additional insight for practitioners and business actors in implementing marketing strategies to build a positive product image in consumers minds. Meanwhile, the theoretical implication is that this research contributes to the enrichment of scientific studies in the field of marketing management, focusing on consumer behavior towards cosmetic product categories that are marketed through modern ways.

RESEARCH METHOD

Social media marketing activities are an efficient way to communicate with consumers about their experiences and perceptions of a brand or related service (Ebrahim, 2020). Social media marketing strategy refers to an organization's integrated activities that transform communication and interaction into a useful strategic tool for achieving desired marketing results (F. Li et al., 2020). Social media platforms have become an essential tool as a link for a business in conducting online marketing to reach target consumers and promote their products and services and have pretty broad coverage because it is not limited by time and place (Ellitan, 2022). Social media creates a

space for everyone to interact with others to strengthen their relationship with a service or brand and create a desire to buy (Cheung et al., 2020).

Social media influencers are micro-celebrities who utilize the platform to showcase themselves by creating an online persona that draws and engages a large number of followers (Khamis et al., 2017). An individual who establishes and nurtures relationships with a sizable social media following through personal branding is known as a social media influencer. Through this process, they can enlighten, amuse, and potentially impact the opinions, attitudes, and actions of their followers. Businesses now frequently employ influencer marketing to promote their brands, products, or services. This involves projecting the influencer's positive image onto the brand or product to entice followers to use the goods or services they recommend (Schouten et al., 2020). Influencer reviews are another term for product evaluations posted on social media by influencers.

Purchase intention shows how much confidence a consumer has in buying a particular service or brand (Peña-García et al., 2020). Consumers will decide to buy a product after searching for information to buy the right product to meet their needs and desires. Purchase intention is a phase where potential consumers tend to act before the purchase decision is actually implemented. Interest is a tendency to be attracted or encouraged to pay attention to an item or activity in a specific field (Taam Hapsari, 2021). Purchase intention increases the likelihood of purchase, therefore the higher the purchase intention, the greater the chance of purchase.

Brand image is how consumers perceive a service or brand and the feelings they generate towards the service or brand (Waworuntu et al., 2022). Brand image represents consumers' views, perceptions and attitudes towards a service or brand (Moslehpour et al., 2022). It is considered one of the most important intangible assets that impact consumer perception of a company (Agmeka et al., 2019). When consumers stick to a brand, they will continue to follow product developments and avoid competitors, thus benefiting the company and ultimately impacting consumers' purchasing intentions.

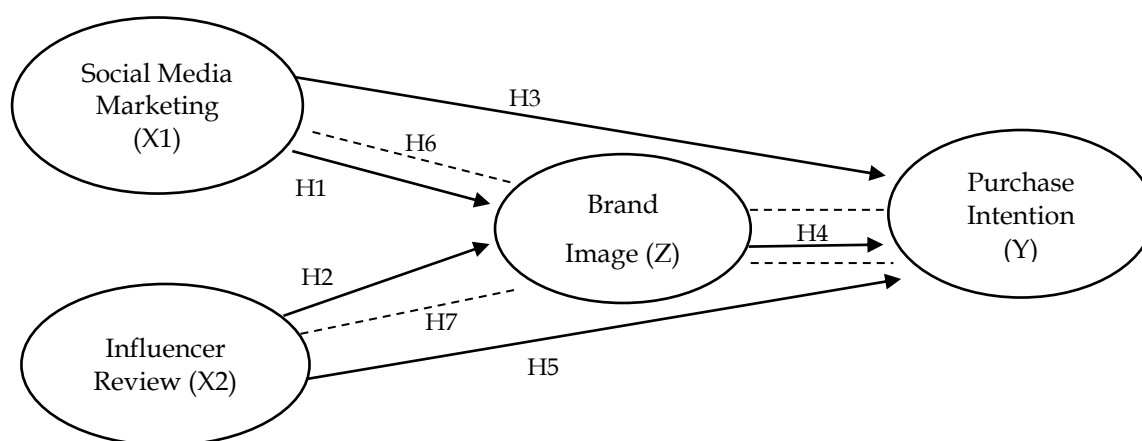


Figure 1. Research framework

Social Media Marketing and Purchase Intention

Social media marketing based on the explanation from Tuten and Solomon (2017) in (Alghozy, 2020), namely the use of channels, social media software, and technology aimed at creating offers, exchanges, delivery, and communications that are beneficial to an organization's stakeholders. Meanwhile, purchase intention is a perception formed by learning and thought processes. Consumers must have decision-making initiative before buying a product (Oentoro,

2019) in (Sari, 2020). Proper social media marketing can undoubtedly increase consumer purchase intention because consumers will become more interested when they often see the product being promoted.

As for research regarding the influence of social media marketing on purchase intention has previously been studied (Gautam & Sharma, 2017; Nekmahmud et al., 2022; Ninan et al., 2020) with the result that social media marketing has an influence on customer or consumer purchase intention. This is also in line with research (Liu & Qureshi, 2023; Moslehpour et al., 2021; Pandey et al., 2018) with the result that the value of the social media marketing variable partially on purchase intention has a positive influence. Referring to this explanation, a hypothesis is formed, namely:

H1: Social Media Marketing has a positive and significant effect on Purchase Intention

Influencer Reviews and Purchase Intention

Millennials prefer an internet-based approach that relies on content created by User Generated Content (UGC). Millennials use social media to obtain information or data and decide which products they should buy based on testimonials or reviews from people who have used or purchased the product. Influencers usually create content from various fields and share it on digital platforms (Weismueller et al., 2020). Influencer services to promote products are effective marketing because each influencer definitely has a unique way of marketing a product. Positive influencer reviews will certainly make their followers interested in the products reviewed by the influencer so that purchase intentions arise.

Based on research conducted by (Saima & Khan, 2020; Singh et al., 2021; Weismueller et al., 2020) concluded that influencer marketing is effective in increasing consumer buying interest. Referring to this explanation, a hypothesis is formed, namely:

H2: Influencer Reviews have a positive and significant effect on Purchase Intention

Brand Image and Purchase Intention

Manullang (2017) said that business people use brand image to differentiate their products from competitors' products in the form of characteristics, designs or names. Consumers will try to find alternative products to choose because there are so many similar products circulating on the market. Factors influencing their decisions include brand image, responses and testimonials from other consumers regarding the product. Brand image is the most essential element that impacts consumer perceptions of a product (Agmeka et al., 2019). One component of consumer attitudes in consuming a product is their interest in purchasing. A positive and good brand image can provide additional value to consumers, indirectly influencing their interest in purchasing products (Savitri et al., 2021).

Previous research has been carried out on the influence of brand image on purchase intention (Y. Li et al., 2020; Savitri et al., 2021), with the result that brand image and purchase intention have a relationship that is said to be good, this means that by using products with a good image you can increase your prestige. The higher the brand image in consumers' minds, the more purchase intention will continue to grow. Referring to this explanation, a hypothesis is formed, namely:

H3: Brand Image has a positive and significant effect on Purchase Intention

Social Media Marketing and Brand Image

Social media dramatically influences brand image (Koay et al., 2021). Social media marketing is a type of marketing to increase recognition, memory, awareness, and action for groups, individuals, businesses, or brands, either directly or indirectly. Brand image is a group of associations that consumers have about a brand (Hartanto, 2019). Kotler and Armstrong (2019) state that brand image is consumers' overall trust in a particular brand. If the perception of a brand among consumers is more vital, social media marketing may have a more significant influence

(Mohammed & Rashid, 2018). By making good use of social media marketing, a positive brand image will also be embedded in consumers' minds.

Based on research from (Ellitan et al., 2022; Savitri et al., 2021), with the results show that the social media marketing variable on brand image has a positive and significant influence. Other research by Cheung et al., (2019) shows the results of social media marketing activities on brand image and brand awareness have an effect as well as research by (Fahrana et al., 2023) shows that digital marketing results have an influence on brand image and brand loyalty. Referring to this explanation, a hypothesis is formed, namely:

H4: Social Media Marketing has a positive and significant effect on Brand Image

Influencer Review and Brand Image

The emergence of digital media has made influencer marketing a leading marketing strategy (Lee et al., 2021). Usually an influencer is chosen based on reputation, popularity, expertise or ability (Hariyanti & Wirapraja, 2018). Reviews by these influencers will undoubtedly build the brand image of a product. Brand image is assessed as an association that arises when a customer remembers a particular brand or product. Consumers with specific experiences with influencer marketing will more easily recognize the brand and form a good brand image (Waworuntu et al., 2022).

In their research, Waworuntu et al. (2022) showed that the simultaneous use of influencer marketing on the brand image of local brands had a significant positive effect. Referring to this explanation, a hypothesis is formed, namely:

H5: Influencer Reviews have a positive and significant effect on Brand Image

Social Media Marketing on Purchase Intention through Brand Image

Social media includes media that facilitate interactive communication between various people, including interested parties and consumers, anywhere and at any time. Social media marketing is a business effort to market products via social media because this digital forum has a broader community than traditional advertising (Heri et al., 2021; Harrigan et al., 2021; Haudi et al., 2022; Weismueller et al., 2020). Good marketing via social media will create a positive brand image in the minds of consumers so that the consumer's intention to buy arises.

(Adewunmi et al., 2022; Jasin, 2022; Salhab et al., 2023; Savitri et al., 2021; Wangpo & Wangmo, 2022) in their research, the results obtained were that there was a significant and positive relationship between social media marketing and consumer purchase intention through brand image. Appropriate and positive social media marketing can potentially increase consumer purchasing intentions. When consumer perceptions have been formed positively, this will lead to purchase intention. This is also in line with research (Ellitan et al., 2022; Harjanti, 2021) with the result, effective social media marketing can be used as a marketing medium and as an interactive marketing tool and service, as well as creating good relationships with customers and potential customers. Referring to this explanation, a hypothesis is formed, namely:

H6: Social Media Marketing has a positive and significant effect on Purchase Interest through Brand Image as a mediating variable

Influencer Review on Purchase Intention through Brand Image

Social media influencers can be relied on as business supporters (Dhanesh & Duthler, 2019). Influencers who promote a product will create a review, which can build consumer perceptions about a particular brand so that a brand image emerges. According to Amoozad Mahdiraji et al., (2022), it is good that brand image can encourage increased trust, loyalty, and intention to purchase products from trusted brands because influencers who market products will provide reviews, which of course can build consumer perceptions about specific brands.

Based on research by (X. Lim et al., 2017), the results obtained are that there is an influence of influencers on consumer attitudes towards products which drives consumer purchase intentions. Referring to this explanation, a hypothesis is formed, namely:

H7: Influencer Reviews have a positive and significant effect on Purchase Intention through Brand Image as a mediating variable

Causal research is the design chosen for this research. This research distributed questionnaires to respondents deemed to meet predetermined criteria. The questionnaire was distributed during the July-August 2023 period. The questionnaire used a 5-point Likert scale, which included the categories: Strongly agree (5): Agree (4): Somewhat agree (3): Disagree (2): Strongly disagree (1). Social Media Marketing was measured using 5 items adapted from Anggrenita & Sander, (2022) dan Wibowo et al., (2021). Influencer Review was measured using 4 items developed by Dwidienawati et al., (2020). Brand Image measurement uses 3 items adapted through Agmeka et al., (2019), Faisal & Ekawanto, (2022). Meanwhile, Purchase Intention is measured using 6 items developed by Agmeka et al., (2019), Anggrenita & Sander, (2022). Information regarding the demographic characteristics of respondents is provided regarding monthly income, occupation, highest level of education, domicile, age and gender.

The number of samples collected and studied for this research was 252 respondents. Purposive sampling is a sampling technique that uses the following criteria: 1) Indonesian citizen; 2) At least 17 years old; 3) Have seen advertisements of Azarine products from social media TikTok; 4) Have seen influencer Tasya Farasya reviewing Azarine sunscreen products who live in various regions of Indonesia, such as Sumatra, Java, Kalimantan, Sulawesi and Papua through questionnaires distributed online.

This research uses Structural Equation Modeling (SEM) through AMOS 24 statistics to analyze and evaluate the measurement and structural models of the research construct being built. The fit test model will be assessed based on goodness of fit index parameters such as RMSEA, CMIN/DF, chi square (χ^2), RMR, GFI, TLI, IFI, CFI, and NFI. The validity evaluation will rely on the SLF value, the value of which must be ≥ 0.50 (Hair et al, 2014: 618) and the reliability construct will rely on the tabulated results of the CR and AVE values. Next, the SEM analysis carried out is a structural model analysis to assess whether the research hypothesis that has been developed is accepted or rejected. SEM analysis will display the calculated t-value for each coefficient. The hypothesis can be said to have a causal relationship if the t-count is $\geq t$ table (1.96) with significant α (usually $\alpha = 0.05$).

RESULTS AND DISCUSSIONS

3.1. Result

Characteristics of Respondents

The respondent criteria are outlined below:

Tabel 1. Characteristics of Respondents

Categories	Items	F	%
Gender	Male	119	47.22
	Female	133	52.78
	Total	252	100
Age	17-21 years old	129	51.19
	22-26 years old	83	32.94
	27-31 years old	21	8.33
	32-36 years old	14	5.56
	>36 years	5	1.98
	Total	252	100
Domicile	Sumatra	17	6.75
	Java	55	21.83

	Kalimantan	144	57.14
	Sulawesi	21	8.33
	Papua	15	5.95
	Total	252	100
Last education	elementary school	0	0
	Middle School/Equivalent	1	0.40
	SMA/SMK/Equivalent	163	64.68
	Diploma (D1/D2/D3/D4)	20	7.94
	Bachelor degree	66	26.19
	Postgraduate (S2/S3)	2	0.79
	Total	252	100
Work	Student	5	1.98
	Student/i	125	49.60
	Private sector employee	75	29.76
	Entrepreneur	39	15.48
	Other	8	3.17
	Total	252	100
Monthly Income	Less than IDR 1,000,000	87	34.52
	IDR 2,000,000 - IDR 2,999,999	63	25.00
	IDR 3,000,000 - IDR 3,999,999	40	15.87
	More than IDR 4,000,000	62	24.60
	Total	252	100

Model Measurement

Tabel 2. Goodness of Fit Index

Goodness of Fit Index	Cut off Value	Results	
X2	Expected to be low	297,505	
Df		130	
X2- Significance Probability		0,000	
CMIN/DF	≤3.00	2,288	Good Fit
RMSEA	≤ 0.08	0.072	Good Fit
NFI	≥0.90	0.914	Good Fit
IFI	≥0.90	0.950	Good Fit
TLI	≥0.90	0.941	Good Fit
CFI	≥0.90	0.950	Good Fit

Referring to the measurement results in table 2, it state that the model suitability requirements are acceptable. The data illustrates that six measurements are categorized as good. The RMSEA = 0.072 (≤ 0.08) and CMIN/DF = 2.288 (≤ 3.00) values are declared fit. Meanwhile, the values of CFI=0.950, TLI=0.941, IFI=0.950, NFI=0.914, are all above ≥ 0.90 , so the model is fit and accepted. To see the validity and reliability, this study will present the standardized loading factor, CR, and VE values which are presented in Table 3.

Tabel 3. Value of Standardized Loading Factor, Construct Reliability (CR), and Average Variance Extracted (AVE) in Overall Model Fit

	Items	SLF	CR	AVE
Social Media Marketing	TikTok social media has made information related to Azarine products easy for me	0.837	0.953	0.699
	The appearance of product photos or videos posted by Azarine Cosmetics via TikTok made me interested in Azarine products	0.878		
	TikTok social media gives me complete and precise knowledge about Azarine products	0.838		

	I am interested in how to sell Azarine products using TikTok social media	0.833		
	The Azarine products displayed on TikTok social media are in line with my expectations	0.793		
<i>Influencer Review</i>	I often look at influencer Tasya Farasya's reviews to find out other people's impressions of Azarine products	0.855	0.939	0.712
	I frequently check reviews from influencer Tasya Farasya to make sure I purchase the correct Azarine product	0.84		
	I frequently use reviews from influencers to obtain information in order to select the right Azarine product	0.827		
	Reviews from influencers give me the confidence to purchase skincare products	0.853		
<i>Brand Image</i>	Azarine has a different image compared to other cosmetic brands	0.869	0.917	0.664
	Azarine Cosmetics has a good image and is easy to remember	0.781		
	Azarine is a quality cosmetics brand	0.792		
<i>Purchase Intention</i>	I was interested in buying Azarine sunscreen products after seeing advertisements promoted via TikTok	0.852	0.958	0.684
	I am interested in buying Azarine products because the products are quality	0.798		
	I feel that the Azarine sunscreen product on the TikTok Shop is worth buying	0.828		
	Compared to other skincare brands, I am more interested in purchasing Azarine products	0.836		
	I am interested in trying Azarine products which I think suit my skin's needs	0.81		
	I will buy Azarine sunscreen at the TikTok Shop in the future	0.838		

Based on Table 3, existing indicators have standardized stress factor (SLF) values < 0.50. This indicates that all metrics are valid and adequate to measure the composition of the entire model produced. The CR test score is > 0.70 and the Avariance Extracted (AVE) test score is < 0.50.

All instruments are reliable and can consistently measure the structure across the constructed model.

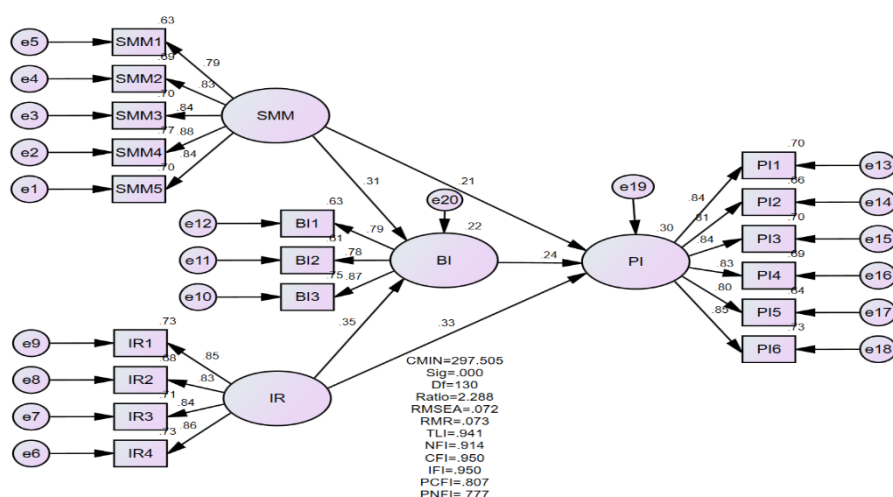


Figure 2. Full model analysis

The following can be used to display the findings of the testing of the relationship between variables in the research configuration used in this study.

Tabel 4. Hypothesis testing

Hypothesis	Path	Estimate	S.E	CR	P	Conclusion
H1	Social Media Marketing ---> Brand Image	0.302	0.070	4,331	***	Significant Positive
H2	Influencer Review ---> Brand Image	0.333	0.068	4,895	***	Significant Positive
H3	Social Media Marketing ---> Purchase Intention	0.194	0.064	3,037	0.002	Significant Positive
H4	Brand Image ---> Purchase Intention	0.230	0.069	3,335	***	Significant Positive
H5	Influencer Review ---> Purchase Intention	0.294	0.064	4,589	***	Significant Positive

Based on table 4, the influence of social media marketing on brand image has a t count of 4,331 > t-table (1.96). Likewise, the p-value is less than 0.001 < 0.05=($\alpha=0.05$). This concerns the first hypothesis, where social media marketing positively and significantly affects brand image. For the second hypothesis, the t-count of influencer reviews positively affects brand image of 4,895, and the p-value is <0.001. This means that influencer reviews on brand image have a significant and positive influence. For the third hypothesis, the influence of social media marketing on purchase intention has a t count of 3.037, and a p-value <0.001. This means that social media marketing has a significant and positive influence on purchase intention. The fourth hypothesis of the impact of brand image on purchase intention has a t value of 3.335, and a p value <0.001. Therefore, brand image has a significant and positive influence on purchase intention. Meanwhile, for the fifth hypothesis, the t-count value, the impact of influencer reviews on purchase intention is 4,589 and p <0.001. So, influencer reviews on purchase intention have a significant and positive influence.

Furthermore, the indirect impact of the mediating variable is in Table 5, which contains the results of the Sobel test.

Table 5. Sobel Test - Significance of Mediation

	Sobel test statistics	Two-tailed probability
Social Media Marketing ---> Brand Image ---> Purchase Intention	2.63	0.0083
Influencer Review ---> Brand Image ---> Purchase Intention	2.75	0.0058

Based on the results of the Sobel test that has been carried out in table 4.1.5, the Sobel statistical value is 2.63, as well as the p-value 0.0083. The results show that the Sobel test statistical value $> t$ -table (1.96). Likewise, the result is $p < 0.05$. This shows that Social Media Marketing significantly indirectly influences Purchase Intention through Brand Image. The same thing was also obtained in the Influencer Review, where the statistical value of the Sobel test was $2.75 > 1.96$, and $p \ 0.0058 < 0.05$. So, there is a significant indirect influence from Influencer Reviews on Purchase Intention through Brand Image.

3.2. Discussion

The research results show that social media marketing significantly and positively influences interest in purchasing Azarine Sunscreen products on TikTok social media. This result is in line with Gautam & Sharma (2017), Nekmahmud et al., (2022), Ninan et al., (2020), Liu & Qureshi (2023), Moslehpour et al., (2021) and Pandey et al., (2018). Proper social media marketing can undoubtedly increase consumer purchase intention, because consumers will become more interested when they often see the product being promoted. The results of research regarding the relationship between influencer reviews and purchase intention are supported by research Saima & Khan (2020), Singh et al., (2021) and Weismullell et al., (2020). Influencer marketing, which is implemented effectively by Azarine Cosmetic, can increase consumer buying interest because influencers on social media can be relied on as business supporters (Dhanesh & Duthler, 2019).

Marketing via social media also has a positive effect on building a good brand image for a particular brand, which results in consumers and potential consumers paying attention to the products they see and becoming interested in buying, which is supported by Ellitan et al., (2022), Savitri et al., (2021), Cheung et al., (2019) and Fahrana et al., (2023). Influencer reviews have a significant influence on brand image. Consumers with specific experiences with influencer marketing will more easily remember the brand and tend to form a good brand image (Waworuntu et al., 2022). An influencer who promotes a brand on the TikTok platform well will attract the interest of consumers or followers to try and buy the brand they are promoting.

The brand image hypothesis also significantly and positively influences purchase intention. Consumers who see product or brand advertisements on TikTok social media promoted by influencers, wildly if the product is trending, indirectly the brand image will increase and consumers will become interested in trying the product and ultimately purchasing interest will also increase, which is supported by Li et al., (2020), Savitri et al., (2021). The results also show that the indirect influence of social media marketing, influencer reviews and brand image on purchase intentions has significant mediating effects. This means that the role of brand image as an intervening variable is mediating.

CONCLUSION

This research found that there was a practical implementation of digital marketing through social media and influencer reviews by Azarine products on TikTok in increasing consumers' purchase

intentions for their sunscreen products. This is supported by social media marketing and influencer reviews of consumer purchase intention of Azarine sunscreen products with brand image as mediation. Empirically, this research finds a positive impact of social media marketing and reviews from beauty influencers on the TikTok platform on consumer buying interest and brand image as intervening variables. TikTok is an interactive platform and has a large and broad percentage of users. This opens up opportunities for business people to use the forum as a promotional medium. By carrying out effective marketing through TikTok and collaborating with influencers, products can become increasingly well-known, especially when the brand image they build is positive. That way, consumers will become more curious about the product and become interested in purchasing. Even though TikTok Shop has now been discontinued, Azarine Cosmetic can still use the platform for promotional forums and direct consumers to shop at other e-commerce sites such as Tokopedia, Blibli.com, Shopee, and others. The contribute from this research can be a basis for developing more effective marketing strategies in the context of skin care products, especially sunscreen, which are increasingly developing in the era of digital and influencer-based marketing.

It is recommended that future researchers study the Azarine product as a whole because this research only focuses on sunscreen products. By conducting more comprehensive research, it is hoped that this research can provide helpful guidance or references for related parties, including sellers. Researchers hope that this research can increase sales volume by utilizing effective marketing strategies and positively impact brand image. Then, this research uses social media marketing and influencer review variables on purchase intention, which is mediated by brand image. It is recommended to future researchers to develop other variables and strengthen research by using this research as a comparative reference so that they can obtain varied results following developments in the world of marketing in this era of digitalization.

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