

Digital Marketing Communication on TikTok and Consumer Purchase Intention: Evidence from Make Over Consumers



Written by:
Safira Winoera Putri Wisnanto
22321322

Department of Communications The International Program

Faculty of Social and Cultural Sciences

Universitas Islam Indonesia

2026

AGREEMENT SHEET

Digital Marketing Communication on TikTok and Consumer Purchase Intention:
Evidence from Make Over Consumer

Submitted by:

Safira Winoera Putri Wisnanto
22321322

It has been given permission by the thesis supervisor to be tested and defended in front of the
thesis examiner team.

Date : July 15th, 2026

Supervising Lecturer



Prof. Dr. rer. soc Masduki S. Ag., M. Si. M. A.
NIDN 0511047202

الجامعة الإسلامية
الاندونيسية

VALIDITY SHEET

THESIS

DIGITAL MARKETING COMMUNICATION ON TIKTOK AND CONSUMER PURCHASE INTENTION: EVIDENCE FROM MAKE OVER CONSUMERS

Written By :

SAFIRA WINOERA PUTRI WISNANTO
22321322

It has been defended and approved by the thesis examiner board of the Communication Science
International Program, Faculty of Social and Cultural Sciences, Universitas Islam Indonesia

Day : Monday
Date : July 20th, 2026

Examiner Board :

Head of Board : Prof.Dr.rer.soc Masduki S.Ag., M. Si. M.A.
NIDN. 0511047202

Member : Dr. Herman Felani, S.S., M.A.
NIDN. 0521128202



Knowing,

Head of Communication Studies Program Faculty
of Social and Cultural Sciences Universitas Islam
Indonesia



Dr. Zaki Habibi, S.IP., M.Comms.

NIDN. 0517078101

STATEMENT OF ACADEMIC ETHICS

Bismillahirrahmanirrahim

Undersigned, I henceforth:

Name : **Safira Winoera Putri Wisnanto**

Student ID Number : **22321322**

Through this letter, I stated that:

1. While accomplishing this thesis research, the researcher did not perform academic frauds in any form, such as plagiarism, involving others in making the thesis, or any violations contradicting the academic ethics highly upheld by Islamic University of Indonesia.
2. Therefore, this thesis is a pure form of my scientific work as a student and a researcher, and not involving other people/parties.
3. Should be there any occasion, after I graduate from the Communication Science Department in Faculty of Psychology and Socio-Cultural Science of Islamic University of Indonesia, which states that this thesis has strong evidence of being a plagiarism work of conducting academic frauds, I will be responsible for all the consequences and academic sanctions that has been set by the Islamic University of Indonesia.

Hence, this statement is truly sincere

Yogyakarta, February 25, 2026

Sincerely



Safira Winoera Putri Wisnanto

MOTTO

فَإِنَّ مَعَ الْعُسْرِ يُسْرًا، إِنَّ مَعَ الْعُسْرِ يُسْرًا

“So, indeed, with hardship comes ease. Indeed, with hardship comes ease.”

(QS. Al-Insyirah [94]: 5-6)

DEDICATION

This work is dedicated to:

My beloved parents and family, for their endless prayers, unconditional love, unwavering support, and sacrifices throughout my academic journey.

To my dear friends and best friends, thank you for the encouragement, laughter, understanding, and for standing by me through every challenge and milestone.

UII campus and Communication Studies Program

And lastly, to myself for staying resilient, for not giving up during difficult times, and for having the courage to finish what I started.

PREFACE

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Alhamdulillahilahi rabbil ‘alamin, all praise and gratitude are devoted to Allah Subhanahu wa Ta’ala for His mercy, blessings, and sustenance that have been abundantly bestowed upon the author. He is the Most Gracious and the Most Merciful. May peace and blessings always be upon Prophet Muhammad Shallallahu ‘alaihi wa sallam, who has guided humanity to the path of knowledge and righteousness.

Through prayers, support, and encouragement from beloved people, the author was finally able to complete this thesis entitled “*Digital Marketing Communication on TikTok and Consumer Purchase Intention: Evidence from Make Over Consumers*”.

This thesis is submitted as one of the requirements to obtain a Bachelor’s Degree in Communication Science (S1) at the Faculty of Psychology and Socio-Cultural Sciences, Universitas Islam Indonesia. Throughout the process of writing this thesis, the author encountered various challenges and obstacles. However, by the will and help of Allah Subhanahu wa Ta’ala, along with the support and prayers from many parties, those challenges were able to be overcome.

On this occasion, the author would like to express her sincere gratitude to:

First and foremost, to Allah Subhanahu wa Ta’ala for His endless blessings and guidance.

1. To the author’s beloved mother, **Siswi Minarni**, for the unconditional love, endless prayers, patience, and unwavering support throughout the author’s life and academic journey.
2. To the author’s beloved father, **Noer Wisnanto** (Late), who during his lifetime was a role model of perseverance, responsibility, and affection. May Allah forgive his shortcomings, grant him peace, and place him among the righteous in Jannah. Ameen.
3. To the author’s beloved younger brothers, **Adhika Laksmana Pramudya** and **Habib Abdul Jabar**, for their prayers and encouragement
4. To the author’s thesis supervisor, **Prof. Dr. rer. soc. Masduki, S.Ag., M.Si.**, for his guidance, valuable insights, patience, and dedication throughout the supervision process.
5. To **Muh. Aditya Avif Pasya Chan**, who has consistently accompanied, supported, and encouraged the author during the completion of this thesis.
6. To **Felyn Muharani**, as the author’s best friend, for the endless kindness, support, and assistance in countless ways that cannot be fully expressed in words.
7. To the author’s dear friends, **Annisa, Helsa, Musda, Balqis, Tiva**, and others

who cannot be mentioned one by one, for their companionship, encouragement, and prayers.

The author is deeply grateful for being surrounded by so many kind-hearted people who have been willing to help, support, and accompany the author in every condition. May Allah Subhanahu wa Ta'ala reward all the kindness that has been given and grant success to all of us, both in this world and in the Hereafter. Ameen.

TABLE OF CONTENT

COVER	i
STATEMENT OF ACADEMIC ETHICS.....	iv
MOTTO	v
PREFACE.....	vi
TABLE OF CONTENT	viii
LIST OF IMAGES.....	xi
LIST OF TABLES	xii
ABSTRACT	xiv
ABSTRAK	xv
CHAPTER 1 INTRODUCTION	1
1.1 Background	1
1.2 Problem Formulation.....	5
1.3 Research Question.....	6
1.4 Research Objectives	6
1.5 Research Benefits	7
1.5.1 Theoretical Benefits.....	7
1.5.2 Practical Benefits	7
1.6 Literature Review	7
1.6.1 Previous Studies	7
1.6.2 Digital Marketing Communication.....	11
1.6.3 TikTok as a Social Media Communication Platform	13
1.6.4 Uses and Gratifications Theory	15
1.6.5 Integrated Marketing Communication Perspective.....	16
1.6.6 Purchase Intention	17
1.7 Relationship Between Variables and Theoretical Framework	18
1.8 Hypothesis.....	19
1.9 Conceptual and Operational Definitions	19
1.9.1 Conceptual Definitions.....	19
1.9.2 Operational Definitions of Variables	20
1.10 Research Methodology	21
1.10.1 Research Approach and Type.....	21
1.10.2 Research Paradigm	22
1.10.3 Research Object and Subject.....	22
1.10.4 Data Collection Technique.....	23

1.10.5	<i>Research Instrument and Measurement Scale</i>	23
1.10.6	<i>Measurement Scale</i>	23
1.10.7	<i>Population, Sample, and Sampling Techniques</i>	24
1.10.8	<i>Measurement Quality</i>	24
1.10.9	<i>Communication Construct Emphasis</i>	26
1.10.10	<i>Data Analysis Technique</i>	28
CHAPTER 2 GAMBARAN UMUM OBJEK PENELITIAN		29
2.1	Overview of Make Over Brand.....	29
2.2	History and Positioning of Make Over in the Indonesian Cosmetics Industry	30
2.3	Positioning of Make Over in the Indonesian Cosmetics Industry.....	31
2.4	Target Market and Consumer Characteristics of Make Over.....	32
2.5	Make Over's Digital Marketing Communication on TikTok	34
2.6	Relevance of Make Over's TikTok Communication to This Study.....	35
CHAPTER 3 RESEARCH FINDINGS AND DISCUSSION		36
3.1	Research Findings	36
3.2	Overview of Respondents	36
3.2.1	<i>Distribution of Respondents by Gender</i>	36
3.2.2	<i>Number of Respondents by Age Group</i>	37
3.3	Data Analysis	37
3.3.1	<i>Data Quality Testing</i>	37
3.3.2	<i>Validity Test</i>	37
3.3.3	<i>Reliability Test</i>	38
3.3.4	<i>Classical Assumption Test</i>	39
3.3.5	<i>Normality Test</i>	39
3.4	Heteroscedasticity Test.....	41
3.5	Simple Linear Regression Analysis	41
3.6	Hypothesis Testing.....	42
3.6.1	<i>Partial T-Test</i>	42
3.6.2	<i>Coefficient of Determination (R^2) Test</i>	43
3.7	Digital Marketing Communication.....	44
3.8	Purchase Intention	49
3.9	Discussion	53
3.9.1	<i>The Effect of Digital Marketing Communication on Purchase Intention</i>	53
3.9.2	<i>Digital Marketing Communication as Informative, Entertaining, Interactive, and Credible Communication</i>	54
3.9.3	<i>Purchase Intention as Audience Response to Persuasive Communication</i>	56

3.9.4 *TikTok's Role as an Algorithmic and Participatory Communication Platform*
57

CHAPTER 4 CONCLUSION	60
4.1 Conclusion.....	60
4.2 Implications	61
4.2.1 <i>Theoretical implications</i>	61
4.2.2 <i>Practical Implications</i>	62
4.3 Limitations of The Study.....	63
4.4 Suggestions for Future Research.....	64
REFERENCES.....	65

LIST OF IMAGES

Image 2.1 <i>Make Over products</i>	29
Image 3.1 Histogram of Regression Residual	40
Image 3.2 P-P Plot of Regression Standardized Residual.....	40
Image 3.3 <i>Scatterplot of Standardized Residuals (Dependent Variable: Purchase Intention)</i>	41

LIST OF TABLES

Table 1.1 Comparison of Previous Studies on Digital Marketing Communication, TikTok, and Purchase Intention	10
Table 3.1 Distribution of Respondents by Gender	36
Table 3.2 Distribution of Respondents by Age Group	37
Table 3.3 Results of Validity Testing	38
Table 3.4	39
Results of Reliability test.....	39
Table 3.5 Results of the Kolmogorov–Smirnov Normality Test	39
Table 3.6 Simple Linear Regression Test Results	42
Table 3.7 Simple Linear Regression Test Results	43
Table 3.8 Results of the Coefficient of Determination Test (R ²).....	43
Table 3.9	44
<i>Distribution of Respondents Based on the Statement: “Make Over’s TikTok content provides clear information about its products”</i>	<i>44</i>
Table 3.10	44
<i>Distribution of Respondents Based on the Statement: “Respondents know the benefits of Make Over products through its TikTok content”</i>	<i>44</i>
Table 3.11	45
<i>Distribution of Respondents Based on the Statement: “Make Over’s TikTok videos help respondents understand product specifications before purchasing”</i>	<i>45</i>
Table 3.12	46
<i>Distribution of Respondents Based on the Statement: “Respondents feel entertained when watching Make Over’s promotional content on TikTok”</i>	<i>46</i>
Table 3.13	46
<i>Distribution of Respondents Based on the Statement: “Make Over’s TikTok videos make respondents more interested in the brand”</i>	<i>46</i>
Table 3.14	47
<i>Distribution of Respondents Based on the Statement: “Respondents have interacted with Make Over’s TikTok content”</i>	<i>47</i>
Table 3.15	47
<i>Distribution of Respondents Based on the Statement: “The TikTok Live feature makes it easier for respondents to communicate directly with Make Over”</i>	<i>47</i>
Table 3.16	48
<i>Distribution of Respondents Based on the Perceived Trustworthiness of Influencers or Brand Ambassadors Collaborating with Make Over.....</i>	<i>48</i>
Table 3.17	48

<i>Distribution of Respondents Based on the Perception that Make Over's TikTok Content Appears Professional and Honest.....</i>	<i>48</i>
Table 3.18	49
<i>Distribution of Respondents Based on Interest in Make Over's TikTok Content Due to Discounts or Promotions</i>	<i>49</i>
Table 3.19	50
<i>Distribution of Respondents Based on Feelings of Curiosity and Interest in Learning More After Viewing Make Over's TikTok Content</i>	<i>50</i>
Table 3.20	50
<i>Distribution of Respondents Based on the Intention to Try Make Over Products After Watching Make Over's TikTok Videos</i>	<i>50</i>
Table 3.21	51
<i>Distribution of Respondents Based on the Frequency of Considering the Purchase of Make Over Products After Seeing Them on TikTok.....</i>	<i>51</i>
Table 3.22	51
<i>Distribution of Respondents Based on Feeling Encouraged to Purchase Make Over Products Due to Promotions on TikTok.....</i>	<i>51</i>
Table 3.23	52
<i>Distribution of Respondents Based on Having Nearly Purchased or Previously Purchased Make Over Products After Viewing Their TikTok Content.....</i>	<i>52</i>

ABSTRACT

Digital Marketing Communication on TikTok and Consumer Purchase Intention: Evidence from Make Over Consumers

This study examines the influence of digital marketing communication through TikTok on consumer purchase intention toward Make Over products. Using a quantitative explanatory design, data were collected from 124 active TikTok users who had viewed or interacted with Make Over promotional content. The data were analyzed using SPSS through validity and reliability testing, classical assumption testing, simple linear regression, t-test, and coefficient of determination. The findings show that digital marketing communication has a positive and significant effect on purchase intention (Sig. = 0.000; B = 0.289). The result indicates that informative, entertaining, interactive, credible, and incentive-based TikTok communication can support consumers' attention, interest, desire, and intention to purchase. However, the Adjusted R Square value of 0.090 shows that purchase intention is also shaped by factors outside the model. This study confirms TikTok as a strategic digital communication medium where beauty brand messages are delivered, interpreted, and responded to by audiences.

Keyword: *digital marketing communication, TikTok, purchase intention, Make Over, social media communication.*

ABSTRAK

Digital Marketing Communication on TikTok and Consumer Purchase Intention: Evidence from Make Over Consumers

Penelitian ini bertujuan untuk menganalisis pengaruh komunikasi pemasaran digital melalui TikTok terhadap minat beli konsumen pada produk Make Over. Penelitian menggunakan pendekatan kuantitatif dengan desain eksplanatori. Data dikumpulkan dari 124 pengguna aktif TikTok yang pernah melihat atau berinteraksi dengan konten promosi Make Over. Analisis data dilakukan menggunakan SPSS melalui uji validitas dan reliabilitas, uji asumsi klasik, regresi linear sederhana, uji t, serta koefisien determinasi. Hasil penelitian menunjukkan bahwa komunikasi pemasaran digital berpengaruh positif dan signifikan terhadap minat beli konsumen, dengan nilai signifikansi sebesar 0,000 dan koefisien regresi sebesar 0,289. Temuan ini mengindikasikan bahwa komunikasi melalui TikTok yang bersifat informatif, menghibur, interaktif, kredibel, dan disertai insentif dapat mendorong perhatian, ketertarikan, keinginan, serta niat konsumen untuk membeli produk. Namun, nilai Adjusted R Square sebesar 0,090 menunjukkan bahwa minat beli juga dipengaruhi oleh berbagai faktor lain di luar model penelitian. Penelitian ini menegaskan bahwa TikTok merupakan media komunikasi digital yang strategis bagi merek kecantikan dalam menyampaikan pesan pemasaran yang dapat diterima, dimaknai, dan direspons oleh audiens.

Kata kunci: *komunikasi pemasaran digital, TikTok, minat beli, Make Over, komunikasi media sosial.*

CHAPTER 1

INTRODUCTION

1.1 Background

Digital communication has fundamentally transformed the relationship between brands and consumers. Communication that was previously dominated by one-way promotional messages has increasingly shifted into interactive, participatory, and algorithm-driven communication. Through social media, consumers are no longer positioned only as passive message receivers, but also as audiences who can respond, comment, share, reinterpret, and participate in the circulation of brand messages. This condition makes digital marketing communication relevant to be studied from the perspective of communication science because it involves message delivery, audience engagement, interactivity, persuasion, credibility, and the formation of meaning between brands and consumers.

In Indonesia, the development of digital marketing has also influenced consumer behavior because consumers increasingly rely on digital media to search for product information, compare alternatives, and respond to brand communication (Hartati et al., 2024). Social media strengthens this transformation because it allows companies to communicate directly with audiences while also enabling consumers to communicate with one another about products, brands, and consumption experiences. Mangold and Faulds (2009) explain that social media functions as a hybrid element of communication because it enables companies to speak to consumers while simultaneously allowing consumers to interact and share brand-related information among themselves. Therefore, digital marketing communication should not be understood only as a sales activity, but also as a communication process through which brands construct messages, maintain relationships, and influence consumer attitudes.

TikTok represents one of the most relevant platforms in this communication shift. The platform is widely used by younger audiences, including Generation Z and Millennials, and has become part of the way digital consumers discover

information, entertainment, trends, and product-related content (Silalahi, 2024). However, TikTok is important not only because of its popularity, but because of the way it changes the circulation of communication messages. Its short-form audiovisual format allows brands to communicate quickly, visually, and emotionally, while its algorithmic recommendation system enables content to reach audiences beyond an account's existing followers.

One of TikTok's most distinctive communication mechanisms is the For You Page. TikTok Newsroom (2020) explains that the For You recommendation system considers several signals, including user interactions, video information such as captions and hashtags, and device or account settings, to deliver personalized content to each user. This mechanism makes TikTok different from social media platforms that rely mainly on follower networks. For brands, this means that messages can be distributed based on audience relevance, interaction, and content performance, rather than only through direct followers.

From a communication perspective, TikTok combines visual storytelling, entertainment, persuasive message design, and real-time interaction. Features such as comments, shares, TikTok Live, and TikTok Shop allow audiences to respond directly to brand messages and ask for product-related information. TikTok Live, for instance, enables real-time interaction between sellers and audiences, allowing brands or sellers to answer questions, offer explanations, and create a more direct communication experience (Asrofi, 2024). TikTok functions as a platform where content and shopping transactions meet, allowing consumers to discover products and continue toward purchase within the same digital environment. This is also relevant for business actors, including MSMEs, because TikTok can help brands reach wider audiences through visual and interactive content (Noviyanti, 2024).

Nevertheless, in this study, TikTok is not treated merely as a sales channel. TikTok is understood as a digital communication medium where brand messages are delivered, negotiated, evaluated, and responded to by audiences. Through TikTok, the communication process does not stop at message exposure. Audiences can interact with the content, discuss products with other users, observe creator recommendations, and participate in spreading brand messages. This makes TikTok

an important platform for examining digital marketing communication from a communication science perspective.

The beauty industry provides a relevant context for examining this phenomenon because cosmetic products are closely connected to visual communication, personal identity, self-expression, and consumer trust. Consumers use skincare and makeup for their functional benefits as well as for symbolic and expressive purposes. Braun (2023) explains that Generation Z increasingly views beauty as a form of self-expression and self-care. Similarly, Nabila (2024) states that makeup can strengthen self-confidence and provide a medium for individuals to express different aspects of themselves. Therefore, cosmetic brand communication should convey product information while reflecting symbolic meanings associated with confidence, identity, and personal expression.

In the beauty category, consumers often rely on visual demonstrations, product reviews, tutorials, influencer communication, and audience comments before forming interest in a product. This makes platforms such as TikTok highly relevant because beauty communication often requires visual evidence, such as product texture, shade, finish, application technique, and before-after results. In this context, the effectiveness of digital marketing communication depends on how clearly, attractively, credibly, and interactively the brand communicates product value to its audience.

Make Over, an Indonesian cosmetic brand, has actively used digital communication to strengthen its brand presence and engage with beauty consumers. Its communication activities extend beyond product promotion by incorporating symbolic messages related to confidence, self-expression, creativity, and women's empowerment. During Jakarta Fashion Week 2023, Make Over reinforced its position as the official makeup partner by supporting fashion shows and creating a range of makeup looks under the theme "Beyond Transformation" (Alessandrina, 2022). This initiative demonstrates how the brand uses beauty communication to present its products while associating its identity with creativity, fashion, and visual expression. Marketeers also reported Make Over's involvement as the official makeup partner for Jakarta Fashion Week 2023.

Make Over also introduced the Discover The Unseen Power campaign, which emphasized values of self-confidence, courage, and personal strength. Through this campaign, Make Over collaborated with public figures from different backgrounds, including Laura Basuki, Shenina Cinnamon, Rawdah Mohamed, and Isyana Sarasvati, who represented the spirit of strong, high-achieving, and authentic women (Monita, 2024). Juniarti (2024) also explains that the campaign aimed to inspire Indonesian women to explore their potential and celebrate their inner strength. This shows that Make Over's communication strategy is not limited to presenting product benefits, but also involves the construction of brand meaning through empowerment, diversity, and self-expression. Marketeers' campaign coverage confirms the four public figures involved in Discover The Unseen Power.

In addition to campaigns, Make Over also utilizes digital collaborations and social media communication to reach wider audiences. For example, Make Over announced its collaboration with Indonesian international singer NIKI through its official Instagram account, introducing the Powerstay Glazed Lock Lip Treatment and selected favorite shades (Make Over, 2024). This type of collaboration demonstrates how the brand combines celebrity communication, digital platforms, and product storytelling to strengthen audience attention and brand appeal.

Make Over also organized Make Over MUA Hunt 2023: Creator Project Edition, a competition designed to support makeup artists and beauty content creators in Indonesia. The competition invited participants to upload makeup tutorial videos with themes such as "Smokey Glam" and "Festival Makeup" using Make Over products on social media platforms, including Instagram and TikTok (Bethanica, 2023). This activity is relevant to digital communication because it encouraged user participation and creative content production. It also shows that Make Over involves audiences as content creators who can participate in circulating brand-related messages. BatamToday's coverage describes the MUA Hunt 2023 Creator Project Edition process and final event.

These communication activities indicate that Make Over uses digital platforms to construct brand meaning and encourage audience involvement. On TikTok, this process becomes more dynamic because brand communication is

delivered through short videos, influencer content, tutorials, live interaction, promotional messages, and user-generated engagement. Audiences may interpret these messages as informative, entertaining, interactive, credible, or persuasive. These communication dimensions may then contribute to the formation of purchase intention, which refers to consumers' willingness or tendency to consider buying a product after being exposed to certain messages and evaluations.

Although digital marketing communication on TikTok has been widely discussed in recent studies, the findings remain varied. Some studies show that marketing communication on TikTok has a positive and significant effect on purchase intention, while other studies show that certain communication elements, such as content, influencer advertising, trust, or engagement, may not always produce the same direct effect. This inconsistency indicates that the relationship between TikTok-based digital communication and purchase intention cannot be generalized across all contexts, platforms, features, and brands. It needs to be examined more specifically based on the communication medium, audience characteristics, message form, and brand context.

Based on this condition, this study focuses on digital marketing communication through TikTok and its influence on consumer purchase intention toward Make Over products. The study positions TikTok as a digital communication medium where Make Over delivers messages through informative content, entertainment value, interactivity, credibility, and incentive-based communication. By focusing on Make Over consumers who have viewed or interacted with Make Over content on TikTok, this study seeks to explain how digital marketing communication contributes to the formation of purchase intention in the context of beauty brand communication.

1.2 Problem Formulation

The development of TikTok as a digital communication medium has created new opportunities for brands to communicate with audiences in more interactive and participatory ways. For beauty brands such as Make Over, TikTok enables product related messages to be delivered through short form videos, tutorials, influencer content, live interaction, and audience responses. These forms of

communication may influence how consumers understand, evaluate, and develop interest in the brand's products.

However, the communication problem lies in whether digital marketing communication through TikTok is effective in shaping consumer purchase intention. The presence of TikTok as a popular platform does not automatically guarantee that brand messages are persuasive, credible, or capable of influencing consumer intention. Therefore, it is important to examine how digital marketing communication through TikTok affects consumer purchase intention toward Make Over products.

This research is formulated based on the need to understand TikTok as a communication medium where brands deliver messages and audiences actively interpret and respond to them. In this context, the study examines the influence of digital marketing communication through TikTok on consumer purchase intention toward Make Over products.

1.3 Research Question

1. How does digital marketing communication via TikTok affect consumer purchase intention for Make Over products?
2. Which factors of digital marketing communication on TikTok most significantly influence consumer purchase intention for Make Over products?

1.4 Research Objectives

This study aims to analyze the influence of digital marketing communication through TikTok on consumer purchase intention for Make Over products. In addition, this study also aims to assess how much TikTok contributes as a digital platform in shaping purchase intention and influencing consumer purchasing decisions for Make Over products. By understanding the factors that play a role in this process, this study is expected to provide deeper insight into the effectiveness of digital marketing through TikTok in increasing purchase intention for Make Over cosmetic products.

1.5 Research Benefits

This section explains the benefits expected from the results of this study, both theoretically and practically.

1.5.1 Theoretical Benefits

Theoretically, this study is expected to contribute to the development of communication science, particularly in the field of digital marketing communication. The findings of this research can enrich empirical studies related to the use of TikTok as a digital marketing platform and its influence on consumer purchase intention for cosmetic products.

In addition, this study supports existing theories related to digital marketing communication and consumer behavior, serving as a reference for future researchers who wish to conduct similar studies with different objects or research variables.

1.5.2 Practical Benefits

Practically, this study is expected to provide insights for Make Over and other beauty brands in developing digital marketing communication through TikTok. The findings may help brands design content that is informative, entertaining, interactive, credible, and relevant to audience needs.

This study is also useful for communication practitioners, digital marketers, social media managers, and content creators in understanding how TikTok can be used as a communication medium to deliver brand messages, build audience engagement, and encourage consumer purchase intention.

For future researchers, this study can serve as a reference for research related to digital marketing communication, social media communication, TikTok, and consumer purchase intention.

1.6 Literature Review

1.6.1 Previous Studies

Previous studies have examined the relationship between digital marketing communication, TikTok, short-form video content, electronic word-of-mouth,

customer engagement, and purchase intention from different perspectives. In general, these studies show that TikTok and digital communication can influence consumer responses, but the findings are not fully uniform. Differences appear in the object of study, platform feature, communication element, research model, and statistical findings.

Maharani and Sumadi (2023) examined digital marketing communication on TikTok and lifestyle in relation to purchase intention for Somethinc beauty products. Their study involved 200 consumers and used multiple linear regression analysis. The findings showed that digital marketing communication and lifestyle had a positive and significant influence on purchase intention. This study is relevant because it also discusses TikTok, beauty products, and purchase intention. However, it combines digital marketing communication with lifestyle, so the direct role of digital marketing communication as a single communication construct is less specific.

Indrawati, Yones, and Muthaiyah (2022) examined electronic word-of-mouth through TikTok and its influence on purchase intention for Somethinc products. Published in *Asia Pacific Management Review* by Elsevier, the study collected data from 403 respondents and used PLS-SEM. The findings showed that information adoption through TikTok e-WOM positively and significantly influenced purchase intention, with the model predicting purchase intention by 21.1%. This study is relevant because it confirms the role of TikTok-based communication in shaping purchase intention for a beauty brand. However, the study focuses specifically on electronic word-of-mouth, while the present study examines broader digital marketing communication dimensions such as informativeness, entertainment, interactivity, credibility, and incentives.

Meng, Kou, Duan, and Bie (2024) examined the impact of short-form video advertisement characteristics on consumer purchase behavior using TikTok data. Published in *Journal of Business Research* by Elsevier, the study identified several short-form video ad characteristics, including trustworthiness, expertise, attractiveness, authenticity, and brand heritage. The study found that trustworthiness, expertise, and attractiveness positively influenced consumer

purchase behavior, while authenticity and brand heritage had non-linear effects. This study is relevant because it shows that TikTok communication effectiveness depends on specific message characteristics, especially credibility and attractiveness. However, the study focuses on short-form video advertisements and purchase behavior, while the present study focuses on digital marketing communication and purchase intention toward Make Over products.

Luo, Mohd Hasan, Zamri bin Ahmad, and Lei (2025) examined the influence of short video content on consumer purchase intention with consumer trust as a mediator. Published in *Scientific Reports* by Springer Nature, the study collected 372 valid responses and found that usefulness, ease of use, and entertainment significantly influenced consumer trust and purchase intention. The study also showed that consumer trust mediated the relationship between short video content and purchase behavior. This study is relevant because it supports the importance of informative and entertaining short-form video content in shaping purchase intention. However, the study focuses on short video content in general, while the present study specifically examines Make Over's digital marketing communication through TikTok.

Duffett and Maraule (2024) examined customer engagement and intention to purchase among Generation Z consumers in the context of emojis in digital marketing communication. Published by Emerald in *Young Consumers*, the study used a quantitative approach with 1,000 young consumers and structural equation modeling. The findings showed positive relationships among trust, involvement, customer engagement, and purchase intention. Although the study is not focused on TikTok or beauty brands, it is relevant because it demonstrates that digital communication style, message expression, and customer engagement can shape purchase-related responses among younger consumers.

The synthesis of these studies shows that digital marketing communication on TikTok and other short-form digital media is generally related to purchase intention, but the strength and mechanism of the relationship differ across contexts. Some studies show a direct positive influence of TikTok-based communication on purchase intention, while others show that the effect depends on specific

communication elements such as e-WOM, trustworthiness, entertainment, usefulness, attractiveness, consumer trust, or customer engagement. This inconsistency suggests that the influence of TikTok communication depends on how the message is designed, how audiences evaluate the message, which platform feature is used, and what brand context is being studied.

Table 1.1
Comparison of Previous Studies on Digital Marketing Communication, TikTok, and Purchase Intention

Previous Study	Focus and Context	Key Finding	Gap for This Study
Maharani and Sumadi (2023)	TikTok digital marketing communication, lifestyle, Somethinc beauty products	Digital marketing communication and lifestyle had positive and significant effects on purchase intention.	Communication is combined with lifestyle, so the direct role of digital marketing communication as one communication construct is less specific.
Indrawati, Yones, & Muthaiyah (2022)	e-WOM through TikTok and purchase intention for Somethinc products	Information adoption through TikTok e-WOM positively and significantly influenced purchase intention.	Focuses on e-WOM, not broader digital marketing communication dimensions.
Meng et al. (2024)	Short-form video advertisement characteristics on TikTok and consumer purchase behavior	Trustworthiness, expertise, and attractiveness positively influenced consumer purchase behavior, while authenticity and brand heritage showed non-linear effects.	Focuses on short-form video ads and purchase behavior, not purchase intention toward a specific cosmetic brand.
Luo et al. (2025)	Short video content, consumer trust, and purchase intention	Usefulness, ease of use, and entertainment significantly influenced consumer trust and purchase intention.	Focuses on short video content generally, not Make Over's TikTok communication specifically.

Previous Study	Focus and Context	Key Finding	Gap for This Study
Duffett & Maraule (2024)	Digital marketing communication using emojis, customer engagement, and purchase intention among Gen Z	Trust, involvement, customer engagement, and purchase intention showed positive relationships.	Not focused on TikTok or beauty brands, but supports the relevance of digital message expression and engagement.

Based on the comparison above, this study offers novelty by examining digital marketing communication through TikTok as one integrated communication construct in the context of Make Over consumers. Unlike previous studies that focus on lifestyle, e-WOM, short-form video advertisements, general short video content, or emoji-based communication, this study examines TikTok communication through indicators of informativeness, entertainment, interactivity, credibility, and incentives. The study also contributes to communication studies by emphasizing message effectiveness, audience engagement, interactivity, credibility, and persuasion, rather than positioning TikTok only as a sales platform.

This study is necessary to provide empirical evidence on whether digital marketing communication through TikTok significantly influences consumer purchase intention toward Make Over products. The study is expected to clarify the role of TikTok communication in shaping consumer interest within the contemporary beauty industry.

1.6.2 Digital Marketing Communication

Digital marketing communication refers to the process of delivering brand or product-related messages through digital media in order to inform, persuade, interact with, and build relationships with consumers. In the development of communication technology, marketing communication is no longer limited to conventional media such as television, radio, newspapers, or printed advertisements. Companies are now able to use digital platforms that allow faster, more personal, and more interactive communication with audiences.

According to Kotler and Keller (2016), marketing communication is a means used by companies to inform, persuade, and remind consumers, either directly or indirectly, about the products and brands they offer. In this sense,

marketing communication is not only related to product promotion, but also to how companies build brand meaning, maintain relationships with consumers, and influence consumer responses. When this process is carried out through digital media, marketing communication becomes more interactive because audiences are able to respond, comment, share, and participate in the circulation of brand messages.

Digital marketing communication is different from traditional marketing communication because it enables two-way communication between brands and consumers. Through digital platforms, companies are not only message senders, but also participants in an interactive communication process. Consumers can provide feedback, ask questions, share experiences, and influence other consumers through comments, reviews, and user-generated content. Therefore, digital marketing communication can be understood as a communication process that involves message delivery, audience engagement, persuasion, credibility, and relationship building.

Sari and Utami (2021) explain that digital marketing communication is not merely the addition of digital media to existing marketing strategies, but represents a new form of communication that requires an understanding of the characteristics of digital media. Digital media allows brands to communicate messages more efficiently and accurately because audience behavior can be observed through digital data. For example, users who frequently watch beauty-related content may receive more beauty product recommendations or advertisements through algorithm-based platforms.

Through digital communication, companies can also engage directly with consumers through features such as comment sections, direct messages, live streaming, and interactive content. This interaction can occur in real time and can be adjusted to audience interests. In the context of social media, this creates a communication environment where consumers are not only exposed to brand messages but also actively participate in interpreting and circulating those messages.

In line with this, Diandra et al. (2024) state that digital marketing

communication is the process of delivering marketing messages through various digital platforms with the aim of building stronger relationships between companies and consumers. This strategy not only enables direct interaction, but also supports message personalization based on consumer preferences. Thus, digital marketing communication is not merely about selling products, but about creating long-term, interactive, and interconnected relationships between brands and consumers.

In this study, digital marketing communication is understood as Make Over's communication process through TikTok, in which the brand delivers product and brand messages through informative, entertaining, interactive, credible, and incentive-based content. These indicators are relevant because TikTok communication does not only depend on the existence of promotional messages, but also on how messages are designed, perceived, and responded to by audiences.

The indicators of digital marketing communication used in this study include informativeness, entertainment, interactivity, credibility, and incentives. Informativeness refers to the extent to which the content provides clear and useful product information. Entertainment refers to the ability of the content to attract attention and create enjoyment. Interactivity refers to the possibility of two-way communication between the brand and the audience. Credibility refers to the trustworthiness and reliability of the message, brand, or communicator. Incentives refer to promotional elements such as discounts, special offers, or benefits that may encourage consumer interest.

1.6.3 TikTok as a Social Media Communication Platform

TikTok is a short-form video-based social media platform that allows users to create, edit, and share audiovisual content. Initially known as an entertainment platform, TikTok has developed into a digital communication medium used by individuals, creators, communities, and brands to deliver messages to wide audiences. In the context of brand communication, TikTok provides a space where companies can communicate through short videos, trends, music, captions, hashtags, live interaction, and creator collaborations.

TikTok is different from many other social media platforms because its content distribution is strongly influenced by algorithmic recommendation. One of

TikTok's main features is the For You Page, which presents content based on user preferences and behavior. The algorithm considers several signals such as user interaction, video information, captions, hashtags, and device or account settings. This mechanism enables content to reach users beyond the account's existing followers. As a result, brand messages on TikTok can spread more widely when the content is considered relevant, engaging, and aligned with audience interests.

From a communication perspective, TikTok is important because it combines audiovisual storytelling, entertainment, interactivity, and participatory communication. Short-form videos allow brands to deliver messages quickly and attractively. Product information can be presented through tutorials, demonstrations, reviews, transformation videos, influencer content, and trend-based content. These formats are especially relevant for beauty products because consumers can directly observe product texture, color, application, and results through visual content.

TikTok also supports interactivity through features such as likes, comments, shares, duets, stitches, and live streaming. These features allow audiences to respond directly to brand messages and participate in the communication process. For example, audiences may ask questions in the comment section, share their experiences, save product recommendations, or join live sessions to obtain more product information. This interaction makes TikTok not only a channel for message distribution, but also a space for audience engagement.

In addition, TikTok is closely related to the creator economy. Many brand messages are delivered through content creators or influencers who have strong relationships with their followers. In the beauty industry, creators often play an important role because they provide product reviews, tutorials, recommendations, and personal experiences. This can make brand communication appear more personal, relatable, and persuasive. Therefore, TikTok communication is not only created by brands, but also shaped by creators and audiences who participate in spreading and interpreting the message.

TikTok is chosen as the focus of this research because it is relevant to the way young consumers receive and respond to brand communication. Unlike

traditional promotional media, TikTok enables brands to deliver messages through content that is visual, short, entertaining, interactive, and algorithm-driven. These characteristics make TikTok an important digital communication medium for studying how brand messages may influence consumer purchase intention.

1.6.4 Uses and Gratifications Theory

Uses and Gratifications Theory explains that audiences are active media users who select and use media based on their needs and motivations. Katz, Blumler, and Gurevitch (1974) explain that individuals use media to fulfill certain gratifications, such as obtaining information, seeking entertainment, building social interaction, and supporting personal identity. Therefore, audiences are not only passive receivers of media messages, but active participants who choose, interpret, and respond to media content according to their interests and needs.

In the context of digital media, Uses and Gratifications Theory remains relevant because online audiences have greater control over what content they consume, how they interact with it, and how they respond to it. Ruggiero (2000) argues that interactivity, demassification, and asynchronicity make Uses and Gratifications Theory important for understanding internet-based communication. This is relevant to TikTok because users can choose content, follow trends, interact through comments, share videos, and engage with creators or brands based on their own motivations.

Whiting and Williams (2013) also explain that social media users are motivated by several gratifications, including social interaction, information seeking, passing time, entertainment, relaxation, communicatory utility, convenience, expression of opinion, information sharing, and surveillance. In this study, these motivations are relevant because TikTok users may engage with Make Over's content to gain beauty information, watch entertaining makeup content, follow beauty trends, interact with creators, and discover products.

Therefore, Uses and Gratifications Theory helps explain why TikTok can become an effective medium for Make Over's digital marketing communication. When Make Over's TikTok content fulfills audience needs for information, entertainment, interaction, trend participation, and product discovery, audiences

may become more attentive and engaged with the message. This process can support the formation of consumer purchase intention toward Make Over products.

1.6.5 Integrated Marketing Communication Perspective

Integrated Marketing Communication, or IMC, refers to the coordination of various communication channels and messages in order to create consistent and effective communication with audiences. According to Kotler and Keller (2016), marketing communication plays an important role in informing, persuading, and reminding consumers about a brand. This means that communication is not only used to promote products, but also to build consumer understanding, shape brand perception, and maintain relationships.

In the context of IMC, companies are expected to deliver consistent messages across different communication channels. These channels may include advertising, public relations, direct marketing, sales promotion, personal selling, social media, e-commerce, influencer communication, and other digital platforms. The main purpose of IMC is to ensure that all communication activities support the same brand meaning and create stronger message effectiveness.

Kitchen and Burgmann (2010) explain that IMC is not merely about media integration, but also about the alignment of strategy, message, and creativity. This perspective is relevant to digital communication because brands today must communicate through multiple platforms while maintaining message consistency. Safitri et al. (2022) also emphasize that IMC plays an important role in maintaining consumer loyalty because consistent and integrated communication can strengthen consumers' positive perceptions of a brand.

In this study, IMC is used as a theoretical foundation to understand how Make Over communicates with consumers through TikTok. Make Over's communication is not viewed only as product promotion, but as part of a broader effort to deliver persuasive messages, build brand image, create audience engagement, and influence consumer responses. Therefore, Kotler and Keller's perspective is relevant because it explains how brand communication can inform, persuade, and remind consumers through coordinated communication activities.

However, because this study is positioned within Communication Science, IMC is not used only from a marketing perspective. Instead, it is used to explain how brand messages are constructed, delivered, and received by audiences in digital media. This allows the study to focus on communication effectiveness, message credibility, interactivity, and audience response.

1.6.6 Purchase Intention

Purchase intention refers to consumers' tendency or willingness to consider buying a product or service. According to Pasharibu et al. (2020), purchase intention is a consumer's desire or drive to own a product or service. This intention usually appears after consumers evaluate several aspects of a product, such as quality, benefits, price, brand image, and suitability with their needs.

In the context of online transactions, purchase intention is an important indicator of consumer behavior, although it does not always lead directly to actual purchase. Pasharibu et al. (2020) explain that purchase intention shows consumer interest in selecting and owning a product, but the intention may still be influenced by trust, risk perception, product information, and the credibility of digital platforms or sellers. Therefore, purchase intention can be understood as a stage before purchase decision.

From a communication perspective, purchase intention can be seen as an audience response that emerges after consumers receive, interpret, and evaluate brand messages. In digital media, purchase intention may be influenced by product demonstrations, message clarity, influencer credibility, audience comments, visual appeal, and interaction with the brand. Therefore, purchase intention is not only a marketing outcome, but also a result of communication exposure and persuasion.

One model that is relevant to purchase intention is the AIDA model, which consists of Attention, Interest, Desire, and Action. This model explains how consumers may move from initial awareness of a message to interest, desire, and finally action. In the context of TikTok, attention may be created through short-form videos, visuals, music, and trends. Interest may arise when audiences receive useful product information or tutorials. Desire may be formed when consumers feel that the product matches their needs or preferences. Action may occur when

consumers are encouraged to purchase or consider purchasing the product.

In this study, purchase intention refers to consumers' tendency to become interested in, consider, and intend to purchase Make Over products after being exposed to Make Over's digital marketing communication through TikTok.

1.7 Relationship Between Variables and Theoretical Framework

The relationship between digital marketing communication, TikTok, consumer engagement, and purchase intention can be understood as a communication process. Digital marketing communication serves as the message delivery process, TikTok functions as the digital communication medium, consumer engagement represents audience involvement, and purchase intention becomes the audience response.

Digital marketing communication through TikTok allows Make Over to deliver messages through informative, entertaining, interactive, credible, and incentive-based content. These message characteristics can influence how audiences perceive the brand and its products. Informative content helps consumers understand product benefits and usage. Entertaining content attracts attention and creates positive feelings. Interactive features allow audiences to communicate with the brand and other users. Credibility strengthens trust in the message, while incentives may encourage stronger interest in the product.

TikTok strengthens this process because of its platform characteristics. The algorithmic recommendation system allows content to reach relevant audiences beyond followers. Short-form video enables messages to be delivered quickly and visually. Interactive features encourage audience response, while creator-based communication can make brand messages appear more personal and relatable. These characteristics create conditions where audiences may become more engaged with brand communication.

Consumer engagement then becomes an important conceptual bridge. When audiences watch, like, comment, share, or respond to Make Over's TikTok content, they become more involved in the communication process. This involvement may strengthen their awareness, interest, and evaluation of Make Over products. As a

result, digital marketing communication through TikTok may contribute to the formation of purchase intention.

In this study, the relationship is tested through a simple model in which digital marketing communication through TikTok is the independent variable and consumer purchase intention is the dependent variable. Consumer engagement and TikTok's communication characteristics are used to explain the process behind the relationship, but they are not treated as separate statistical variables.

1.8 Hypothesis

Based on the conceptual explanation above, this study examines the relationship between digital marketing communication through TikTok and consumer purchase intention. Digital marketing communication through TikTok is positioned as the independent variable, while consumer purchase intention is positioned as the dependent variable.

Digital marketing communication through TikTok consists of informative, entertaining, interactive, credible, and incentive based communication. These dimensions represent how Make Over delivers brand and product messages through TikTok. Meanwhile, purchase intention represents consumers' tendency to become interested in, consider, and intend to purchase Make Over products after being exposed to digital communication through TikTok.

Although consumer engagement is discussed in this chapter, it is used as a conceptual explanation rather than a separate research variable. The statistical model remains focused on the direct influence of digital marketing communication through TikTok on consumer purchase intention.

Based on this framework, the hypotheses of this study are:

H₁: Digital marketing communication through TikTok has a positive significant influence on consumer purchase intention toward Make Over products.

1.9 Conceptual and Operational Definitions

1.9.1 Conceptual Definitions

Conceptually, digital marketing communication refers to the process of

delivering brand or product-related messages through digital media to inform, persuade, interact with, and build relationships with consumers. In this study, digital marketing communication refers to Make Over's communication activities through TikTok, including informative content, entertaining content, interactive communication, credible messages, and incentive-based communication.

Purchase intention refers to consumers' tendency or willingness to consider purchasing a product after receiving, interpreting, and evaluating brand messages. In this study, purchase intention refers to consumers' interest, desire, and intention to purchase Make Over products after being exposed to Make Over's digital marketing communication through TikTok.

1.9.2 Operational Definitions of Variables

Operational definitions are used to clarify how each variable is measured in this study.

Table 1.2
Operational Definition of Variables

Variable	Operational Definition	Indicators
Digital Marketing Communication (X)	The process of delivering Make Over's marketing messages through TikTok that are informative, persuasive, and interactive	Informativeness, Entertainment, Interactivity, Credibility, Incentive
Purchase Intention (Y)	Consumers' tendency to show interest, desire, and intention to purchase Make Over products after being exposed to TikTok content	Attention, Interest, Desire, Action

1.10 Research Methodology

1.10.1 Research Approach and Type

This study adopts a quantitative approach using an explanatory research design. The quantitative approach is employed because this research aims to measure the relationship between digital marketing communication through TikTok and consumer purchase intention using numerical data obtained from questionnaire responses. Since the variables in this study are measured through structured indicators and analyzed statistically, the quantitative approach is considered appropriate.

From a communication perspective, quantitative research is suitable because this study examines audience perceptions and responses toward brand communication. Digital marketing communication through TikTok is treated as a measurable communication construct, while purchase intention is treated as a measurable audience response. Therefore, the use of numerical data allows the researcher to identify the extent to which TikTok-based communication influences consumer purchase intention toward Make Over products.

This study uses an explanatory research design because it seeks to explain the influence between variables. The independent variable in this study is digital marketing communication through TikTok, while the dependent variable is consumer purchase intention toward Make Over products. Through this design, the study does not merely describe the existence of digital marketing communication on TikTok, but also examines whether such communication has a significant influence on consumers' intention to purchase.

The selection of this research approach and type is based on its relevance to the research objective, namely to analyze the direct influence of digital marketing communication through TikTok on consumer purchase intention. In addition, this approach is consistent with previous studies in the field of digital marketing communication and purchase intention, including research by Maharani and Sumadi (2023), which also applied a quantitative approach to examine digital marketing communication in the beauty industry on TikTok.

1.10.2 Research Paradigm

This research is grounded in the positivist paradigm, which views social reality as objective and measurable through empirical observation and statistical analysis. The positivist paradigm emphasizes that scientific knowledge is derived from observable, measurable, and verifiable data.

Within this paradigm, the relationship between variables is understood as a causal relationship that can be tested through hypothesis testing. Therefore, digital marketing communication via TikTok and consumer purchase intention are treated as measurable phenomena, assessed using a structured questionnaire and analyzed quantitatively.

The researcher acts as an independent party and maintains objectivity toward the research subject to minimize bias. All research stages, including instrument development, data collection, and data analysis, are conducted systematically to ensure that the findings accurately reflect actual conditions in the field.

1.10.3 Research Object and Subject

1.10.3.1 Research Object

The object of this study is consumer purchase intention toward Make Over products, which is influenced by digital marketing communication conducted through TikTok.

1.10.3.2 Research Subject

The research subjects are individuals who serve as data sources for the study. The subjects consist of Make Over consumers who actively use TikTok and have previously viewed or interacted with Make Over's promotional content on TikTok. These subjects were selected because they possess direct experience with Make Over's digital marketing communication, enabling them to provide relevant information aligned with the research objectives.

1.10.4 Data Collection Technique

1.10.4.1 Type of Data

The data used in this study are primary data obtained directly from respondents through questionnaire responses.

1.10.4.2 Data Collection Method

Data were collected using a survey method through a closed-ended online questionnaire. The questionnaire was distributed via Google Forms and disseminated through social media platforms such as TikTok, Instagram, and WhatsApp. The survey method was chosen because it allows the researcher to reach a large number of respondents efficiently, aligns with the characteristics of respondents who are active social media users, and facilitates quantitative data processing.

1.10.5 Research Instrument and Measurement Scale

The research instrument used in this study is a questionnaire developed based on indicators corresponding to each research variable.

1.10.6 Measurement Scale

A five-point Likert scale was employed to measure respondents' levels of agreement with each statement presented in the questionnaire. The scale consists of the following categories:

Table 1.3
Likert Scale

Score	Description
5	Strongly Agree
4	Agree
3	Neutral
2	Disagree
1	Strongly Disagree

The Likert scale is utilized to systematically measure respondents' attitudes, perceptions, and opinions in a clear and structured manner.

1.10.7 Population, Sample, and Sampling Techniques

1.10.7.1 Population

The population of this study includes all TikTok users who have viewed or interacted with promotional content related to Make Over products. Since the exact population size is unknown, this study employs a non-probability sampling technique.

1.10.7.2 Sample

The minimum sample size for this study was determined to be 100 respondents. This number meets the minimum requirement for quantitative research and is consistent with previous studies that share similar characteristics.

1.10.7.3 Sampling Technique

The sampling technique applied in this study is purposive sampling, which involves selecting respondents based on specific criteria relevant to the research objectives. The criteria for respondents are as follows:

Active users of the TikTok application.

Individuals who have viewed or interacted with Make Over's promotional content on TikTok.

Aged between 17 and 35 years (Generation Z and Millennials).

Purposive sampling was chosen to ensure that the data were obtained from respondents directly relevant to the research variables.

1.10.8 Measurement Quality

Since this study uses a closed-ended questionnaire as the main data collection instrument, several measurement quality considerations need to be acknowledged. The first consideration is response bias. Response bias may occur when respondents provide answers that are considered safe, socially acceptable, or neutral, rather than fully reflecting their actual perceptions. In the context of this study, respondents may choose positive answers because Make Over is a well-known cosmetic brand, or because they feel familiar with TikTok as a popular social media platform. Therefore, the responses may not always fully represent the deeper reasons behind their attitudes toward Make Over's TikTok communication.

The second consideration is common method bias. This bias may occur because the independent variable, namely digital marketing communication, and the dependent variable, namely purchase intention, were measured using the same questionnaire, collected from the same respondents, and gathered at the same time. As a result, the relationship between the two variables may be influenced not only by the actual relationship between digital marketing communication and purchase intention, but also by the similarity of the measurement method used in the study. This limitation is common in survey-based quantitative research, especially when respondent perceptions are measured through self-reported answers.

The third consideration is the limitation of the closed-ended questionnaire format. Closed-ended questions are useful because they allow the researcher to collect standardized answers from a relatively large number of respondents and process the data statistically. However, this format also limits respondents' ability to explain their personal experiences, deeper opinions, or specific reasons behind their answers. For example, respondents may agree that Make Over's TikTok content is entertaining or credible, but the questionnaire does not allow them to explain in detail which specific video, influencer, message, or TikTok feature influenced their perception.

To minimize these limitations, the questionnaire items were developed based on the indicators of each research variable and were written in clear and direct statements. The questionnaire was also adjusted to the context of TikTok and Make Over so that respondents could answer based on relevant experiences. In addition, the respondents were selected using purposive sampling with specific criteria, namely active TikTok users who had viewed or interacted with Make Over's TikTok content. This criterion was used to ensure that respondents had sufficient exposure to the communication object being studied.

Furthermore, validity and reliability tests were conducted to support the quality of the measurement instrument. The validity test was used to examine whether each questionnaire item was able to measure the intended variable, while the reliability test was used to examine the consistency of the research instrument. Although these tests cannot completely eliminate response bias or common method

bias, they help ensure that the questionnaire items are statistically acceptable and suitable for further analysis. Therefore, the measurement quality in this study is supported by clear indicators, relevant respondent criteria, and statistical testing of validity and reliability.

1.10.9 Communication Construct Emphasis

The measurement in this study also emphasizes communication constructs. This is important because the study is positioned within Communication Science, where digital marketing communication is understood as a process of message delivery, audience interpretation, interaction, persuasion, and response formation. Therefore, the indicators used in this research are not merely numerical items, but represent communication dimensions that explain how Make Over communicates with audiences through TikTok.

The digital marketing communication variable is measured through five indicators: informativeness, entertainment, interactivity, credibility, and incentives. Informativeness represents the clarity, usefulness, and completeness of the message delivered by Make Over through TikTok. This indicator reflects how well the content provides product information, such as benefits, specifications, usage, shades, texture, or product performance. In the context of beauty communication, informative messages are important because consumers often need clear product knowledge before forming purchase intention.

Entertainment represents the ability of Make Over's TikTok content to attract attention and create enjoyment. TikTok is a short-form video platform where audiences are exposed to many types of content in a short period of time. Therefore, entertaining content can help brand messages become more noticeable and memorable. In this study, entertainment is understood as a communication element that supports audience attention and positive emotional response toward the brand message.

Interactivity represents two-way communication between Make Over and its audience. This can appear through likes, comments, shares, live interaction, and other forms of audience response. Interactivity is important because TikTok allows audiences to participate in the communication process. Through interaction,

consumers can ask questions, express opinions, share experiences, and engage with brand-related content. Therefore, interactivity reflects audience engagement as part of digital communication.

Credibility represents the trustworthiness of the message, brand, influencer, or communicator. In digital marketing communication, credibility is important because audiences often evaluate whether a message appears honest, professional, reliable, and convincing. For beauty products, credibility can be built through realistic product demonstrations, professional visuals, honest reviews, influencer trustworthiness, and consistent brand communication. This indicator is relevant because purchase intention may be shaped by the extent to which audiences trust the message they receive.

Incentives represent persuasive elements that may encourage consumer interest, such as promotions, discounts, special offers, or product benefits communicated through TikTok. In this study, incentives as part of persuasive communication can strengthen audience attention and encourage consumers to consider a product, especially when the message is delivered clearly and attractively through TikTok content.

Meanwhile, the purchase intention variable is measured through Attention, Interest, Desire, and Action. These indicators represent audience responses after being exposed to brand communication. Attention reflects the ability of Make Over's TikTok content to capture consumer awareness. Interest reflects the audience's curiosity and willingness to learn more about the product. Desire reflects the consumer's emotional or rational attraction toward the product after evaluating the message. Action reflects the tendency to consider purchasing, try the product, or move closer to purchase behavior.

Therefore, purchase intention in this study is understood as a communication response. It is formed through the process of exposure to brand messages, interpretation of content, evaluation of credibility, emotional response, and persuasive influence. In this context, Make Over acts as the message sender, TikTok functions as the communication medium, and consumers act as active audiences who interpret and respond to the message. This communication measurement

emphasis strengthens the relevance of the study within Communication Science and ensures that the methodology does not focus only on statistical analysis, but also on the communication process behind the measured variables.

1.10.10 Data Analysis Technique

The collected data were analyzed using SPSS software. The data analysis techniques applied in this study include:

1. Validity testing, conducted to examine whether the questionnaire items are capable of accurately measuring the intended research variables.
2. Reliability testing, used to assess the consistency and stability of respondents' responses.
3. Descriptive statistical analysis, applied to describe the characteristics of respondents and the distribution of the research data. Classical assumption tests, including normality and heteroscedasticity tests, to ensure that the data meet the requirements for regression analysis.
4. Simple linear regression analysis, conducted to examine the effect of digital marketing communication via TikTok on consumer purchase intention.
5. Hypothesis testing, performed using the t-test and the coefficient of determination (R^2) to evaluate the significance and explanatory power of the regression model.

The results of these analyses serve as the basis for drawing conclusions and conducting further discussion in the subsequent chapter.

CHAPTER 2

GAMBARAN UMUM OBJEK PENELITIAN

2.1 Overview of Make Over Brand



Image 2.1
Make Over products

Make Over is a local Indonesian cosmetic brand produced by PT Paragon Technology and Innovation, one of the leading companies in Indonesia's beauty and personal care industry. ParagonCorp was founded in 1985 under the name PT Pusaka Tradisi Ibu. Over time, the company expanded its business by developing several well-known beauty brands, including Wardah in 1995, Make Over in 2010, and Emina in 2014. The development of these brands reflects ParagonCorp's strategy to address different consumer needs across various market segments and price categories (Permana, 2022).

Make Over was officially launched in the Indonesian cosmetics industry in 2010 with a focus on the professional makeup segment. The brand offers various color cosmetic products, including foundation, face powder, eye makeup, lip products, and makeup tools. These products are formulated to provide long-lasting performance, high pigmentation, and a professional-quality finish.

The brand is widely recognized through its tagline, "Beauty Beyond Rules," which represents creative freedom and individuality in makeup application. Make Over positions itself as a premium local cosmetic brand by highlighting product quality, professional performance, and sophisticated packaging. Its minimalist black packaging also supports the brand's image as a modern and premium

cosmetic brand (Rahman & Aribowo, 2024).

In terms of market positioning, Make Over competes in a dynamic beauty industry involving both local and international brands. The Indonesian cosmetics market includes various brands such as Wardah, Emina, Somethinc, Maybelline, MAC, and Make Over. Within this competitive environment, Make Over positions itself as a professional-grade local makeup brand that offers high performance while remaining accessible to Indonesian consumers.

Make Over's brand image is also associated with innovation, product variety, and self-expression. The brand appeals to consumers who perceive makeup not only as a functional beauty product, but also as a medium for expressing identity and personal style. This characteristic is relevant to the study because beauty consumers often rely on visual information, product demonstrations, and digital communication before forming purchase intention.

Make Over's target market mainly consists of young adult consumers, particularly Generation Z and Millennials. These consumers are generally active users of digital media and social media platforms. They often search for product information, reviews, tutorials, and recommendations before developing interest in a cosmetic product. Because of this, TikTok becomes a relevant platform for Make Over's digital communication activities.

Generation Z and Millennial consumers are also closely associated with visual-based media consumption. They tend to engage with short videos, influencer reviews, product demonstrations, and user-generated content. TikTok supports these consumption patterns by providing content that is short, visual, entertaining, and interactive. Therefore, Make Over's target consumers are highly relevant to the use of TikTok as a digital marketing communication medium.

2.2 History and Positioning of Make Over in the Indonesian Cosmetics Industry

The history of Make Over is closely associated with the development and expansion strategy of PT Paragon Technology and Innovation. Prior to entering the cosmetics market, Paragon achieved initial success in the haircare segment through

the Putri brand during the 1980s. This early success provided a foundation for the company's subsequent diversification into the beauty industry.

In 1995, Paragon established Wardah, which later became widely recognized as a pioneer of halal cosmetics in Indonesia. Building on the success of Wardah and as part of a deliberate brand expansion and market segmentation strategy, Paragon introduced Make Over in 2010 to address the professional makeup segment that had not been fully served by existing local cosmetic brands at the time. Following this phase

of expansion, the company later adopted its current corporate name, PT Paragon Technology and Innovation, reflecting its commitment to innovation and long-term growth within the Indonesian beauty industry (Permana, 2022).

The launch of Make Over can be interpreted as Paragon's strategic response to changing consumer preferences in the Indonesian beauty market, particularly the growing demand for makeup products with professional standards and high performance. From a branding perspective, the development of diverse product variations and participation in industry-related events represent strategic efforts to strengthen brand visibility and reinforce its positioning among professional and aspirational makeup users.

2.3 Positioning of Make Over in the Indonesian Cosmetics Industry

The Indonesian cosmetics industry is highly competitive, involving both local and international brands. Local brands such as Wardah, Emina, Somethinc, and Make Over compete with global brands such as Maybelline, MAC, and other international cosmetic products. In this competitive environment, Make Over positions itself as a professional-grade local makeup brand that offers strong product performance while remaining relevant to Indonesian consumers (Indonesia Business Post, 2023).

Make Over's positioning can be understood through several brand characteristics. First, the brand emphasizes professional quality. Its products are commonly associated with long-lasting performance, pigmentation, and makeup results that are suitable for both daily use and professional makeup needs. Second,

the brand emphasizes a premium local image. Through its packaging, campaign visuals, product presentation, and brand tone, Make Over communicates a modern and sophisticated identity. Third, the brand highlights self-expression. Its “Beauty Beyond Rules” message suggests that consumers can use makeup creatively according to their own personality and style.

This positioning allows Make Over to occupy a distinct space in the beauty market. The brand bridges the gap between mass local cosmetics and international professional makeup brands. It offers a local product identity while maintaining a premium and professional impression. This is important because many beauty consumers today consider both product quality and brand image before developing interest in a product.

Make Over’s positioning is also strengthened through collaboration and campaign activities. For example, Make Over has been involved in fashion and beauty events that connect the brand with creativity and professional makeup artistry. The brand has also collaborated with public figures and creators to strengthen its visibility among digital audiences. These activities help Make Over maintain relevance in the beauty industry, especially among young consumers who actively follow trends, beauty content, and social media recommendations.

From a communication perspective, brand positioning is important because it shapes the messages delivered to consumers. Make Over’s positioning as a premium and professional local brand influences the way it communicates on TikTok. The brand needs to present content that is informative, visually attractive, credible, and relevant to beauty consumers. Therefore, Make Over’s position in the cosmetics industry is directly connected to the digital marketing communication examined in this study.

2.4 Target Market and Consumer Characteristics of Make Over

Make Over’s target market mainly consists of young adult consumers, especially Generation Z and Millennials (Braun, 2023). These consumers are generally familiar with digital media and social media platforms. They often search for beauty information through online content, including product reviews, tutorials, influencer recommendations, product demonstrations, and user-generated content.

This makes digital communication highly relevant for Make Over because its target consumers are active in the same digital spaces where beauty-related messages circulate.

Generation Z and Millennial consumers tend to rely on visual content when evaluating beauty products. Cosmetic products are strongly related to visual evidence because consumers often want to see product shades, texture, finish, coverage, and application results before developing interest. TikTok supports this behavior through short-form videos, tutorials, product demonstrations, transformation content, live interaction, and creator-based recommendations. These formats match the way beauty consumers receive and evaluate product-related information.

Make Over's target consumers also tend to view beauty as a form of self-expression. Makeup is not only used to improve appearance, but also to express identity, confidence, creativity, and personal style. This characteristic is aligned with Make Over's brand identity, especially its "Beauty Beyond Rules" tagline. The brand's communication can therefore appeal to consumers who see makeup as part of their personal expression and lifestyle.

Another important characteristic of Make Over's target market is their active engagement with social media content. Consumers may respond to TikTok content by liking, commenting, sharing, saving, watching live sessions, or following creator recommendations. This behavior shows that audiences are not passive receivers of brand messages. They can interpret, evaluate, and participate in the circulation of brand-related content. This is important for the study because digital marketing communication through TikTok depends on audience response and interaction.

The respondent criteria in this study are also related to Make Over's target market. The respondents are TikTok users aged 17–35 who have viewed or interacted with Make Over's TikTok content. This age group represents young consumers who are active in digital media and are relevant to the beauty industry. Therefore, the target market characteristics of Make Over support the selection of respondents and the focus of this study.

2.5 Make Over's Digital Marketing Communication on TikTok

Make Over actively uses TikTok as part of its digital marketing communication strategy to strengthen brand awareness, build audience engagement, and communicate with younger consumers. TikTok is considered relevant because it allows Make Over to deliver short-form video content that is creative, visual, interactive, and aligned with beauty content consumption.

One of Make Over's digital marketing communication activities on TikTok is influencer-based campaign activation. Through influencer content, Make Over can communicate product information in a more personal and relatable way. Influencers often demonstrate product usage, show makeup results, provide reviews, and participate in trends. This type of communication can increase message credibility because audiences may perceive creators as more authentic and closer to their everyday experiences.

In addition to influencer collaborations, Make Over also distributes informative and visually engaging content such as makeup tutorials, product demonstrations, and trend-based promotional videos. These types of content allow consumers to understand product performance, application techniques, and product benefits before forming purchase intention. For beauty products, visual demonstration is important because consumers often need to see the color, texture, finish, and application results before considering a purchase.

Make Over's TikTok communication also contains interactive elements. Audiences can respond through comments, likes, shares, and live interaction. This interactivity allows Make Over to build closer communication with consumers and create opportunities for audiences to ask questions, express opinions, and share product experiences. These interactions are relevant to communication effectiveness because they show that audiences are involved in the communication process.

Overall, Make Over's digital marketing communication on TikTok reflects several communication dimensions used in this study, including informativeness, entertainment, interactivity, credibility, and incentives. Informative communication appears through product explanations and tutorials. Entertainment appears through

creative short-form video formats and trend-based content. Interactivity appears through audience responses and platform features. Credibility appears through professional content, influencer communication, and brand reputation. Incentives appear through promotional messages, discounts, or special offers. These activities are directly related to the digital marketing communication variable examined in this study.

2.6 Relevance of Make Over's TikTok Communication to This Study

Make Over is a relevant research object because the brand actively uses digital platforms to communicate with beauty consumers, especially younger audiences who are familiar with TikTok. The brand's communication activities are closely related to visual content, influencer communication, product demonstration, audience interaction, and persuasive messages. These elements are important in the beauty industry because consumers often evaluate products through visual evidence, creator recommendations, and social media interaction before forming purchase intention.

Make Over's TikTok communication reflects the digital marketing communication indicators examined in this study, including informativeness, entertainment, interactivity, credibility, and incentives. These indicators help explain how brand messages are delivered and how audiences may respond to them. Through short-form videos, tutorials, influencer content, and interactive features, Make Over communicates product and brand messages in a way that is aligned with TikTok's platform characteristics.

The focus on Make Over and TikTok is also relevant because purchase intention in the beauty industry is often shaped through communication exposure. Consumers may become interested in a product after watching a tutorial, observing product results, trusting an influencer's explanation, reading comments, or seeing promotional messages. Therefore, Make Over's TikTok communication provides an appropriate empirical context for examining the influence of digital marketing communication on consumer purchase intention.

CHAPTER 3

RESEARCH FINDINGS AND DISCUSSION

3.1 Research Findings

The findings of this study are derived from primary data obtained through questionnaires distributed to respondents who are consumers of Make Over products, actively use the TikTok application, and have viewed or interacted with Make Over's promotional content on the platform. The data are used to describe respondent characteristics and response patterns toward the research variables. This section presents the research findings, including respondents' demographic profiles, their evaluations of digital marketing communication through TikTok, and their purchase intention toward Make Over products. These findings provide empirical insights into consumers' perceptions of Make Over's digital marketing communication strategies on TikTok prior to further discussion in the following section.

3.2 Overview of Respondents

3.2.1 Distribution of Respondents by Gender

Based on gender, the respondents were divided into two groups, namely male and female. The following table presents the distribution of respondents according to gender:

Table 3.1
Distribution of Respondents by Gender

Gender	Frequency	Percentage (%)
Male	15	12,10%
Female	109	87,90%
Total	124	100%

Source: Primary Data, 2026

Based on the respondent characteristics presented in Table 3.1, out of a total of 124 respondents who participated in this study, the majority were female, totaling 109 respondents (87.90%), while male respondents accounted for 15 respondents (12.10%).

3.2.2 Number of Respondents by Age Group

Based on age groups, the respondents were divided into four categories, namely 17–20 years, 21–25 years, 26–30 years, and 31–35 years. Table 3.2 presents the distribution of respondents based on age groups.

Table 3.2
Distribution of Respondents by Age Group

Age Group	Frequency	Percentage (%)
17-20 Years	38	30,65%
21-25 Years	60	48,39%
26-30 Years	20	16,13%
31-35 Years	6	4,84%
Total	124	100,00%

Source: Primary Data, 2026

Based on the data presented in Table 3.2. It is shown that the majority of respondents were in the 21–25 age group, totaling 60 respondents (48.39%). The 17–20 age group ranked second with 38 respondents (30.65%), followed by the 26–30 age group with 20 respondents (16.13%). Meanwhile, the 31–35 age group represented the smallest proportion, with 6 respondents (4.84%).

3.3 Data Analysis

3.3.1 Data Quality Testing

To ensure the quality of the data used in this study, data quality testing was conducted, including validity and reliability tests. The validity test aimed to determine whether each statement in the questionnaire was able to accurately measure the variables under study. Meanwhile, the reliability test was conducted to assess the consistency of the research instrument, namely the extent to which the questionnaire is able to provide stable and reliable measurement results when used repeatedly.

3.3.2 Validity Test

Validity testing in this study was conducted using bivariate correlation techniques. The test was conducted by comparing the calculated r value with the

table r value. If the calculated r value was greater than the table r value, the statement item in the questionnaire was declared valid and suitable for use as a research instrument. Conversely, if the calculated r value was smaller than the table r value, the statement item was declared invalid and unsuitable for use. The table r value used in this study was 0.175, which was obtained based on the number of respondents ($n = 124$). A questionnaire can be considered valid when its significance value is < 0.05 . The following are the results of the validity test of this research questionnaire.

Table 3.3
Results of Validity Testing

No	Variable	R Hitung	R Table N=124	Sig.
1	Digital Marketing Communication			
	X1	.572**	0,175	0,000
	X2	.428**	0,175	0,000
	X3	.566**	0,175	0,000
	X4	.468**	0,175	0,000
	X5	.579**	0,175	0,000
	X6	.624**	0,175	0,000
	X7	.492**	0,175	0,000
	X8	.472**	0,175	0,000
	X9	.418**	0,175	0,000
	X10	.612**	0,175	0,000
2	Purchase Intention			
	Y1	.813**	0,175	0,000
	Y2	.746**	0,175	0,000
	Y3	.791**	0,175	0,000
	Y4	.752**	0,175	0,000
	Y5	.710**	0,175	0,000

Source: SPSS 25 Output, 2026

Based on Table 3.3, it can be observed that all indicators in this study have r-count values greater than the r-table value and significance values below 0.05. Therefore, all questionnaire items are declared valid and suitable for further analysis.

3.3.3 Reliability Test

A reliability test is conducted to determine the level of consistency and

reliability of the research instruments used. An instrument is considered reliable if it is able to provide consistent measurement results when used in repeated measurements on the same object. In this study, the reliability test was conducted using Cronbach's Alpha method with the help of the SPSS program. A variable is considered reliable if the Cronbach's Alpha value is greater than 0.60. If the Cronbach's Alpha value is below 0.60, the research instrument is considered unreliable.

Table 3.4
Results of Reliability test

No.	Variable	Cronbach's Alpha	Standar Reliable	Keterangan
1	Digital Marketing Communication	0,706	0,6	Reliable
2	Purchase Intention	0,820	0,6	Reliable

Source: SPSS 25 Output, 2026

The reliability test results in this study indicate that all variables studied have Cronbach's Alpha values above the specified minimum limit. Therefore, it can be concluded that all items in the questionnaire are reliable and suitable for use in data analysis at the next stage.

3.3.4 Classical Assumption Test

This section presents the results of testing the data against classical assumptions conducted by researchers. These tests are normality tests and heteroscedasticity tests.

3.3.5 Normality Test

The normality test was conducted using two approaches, namely statistical testing and graphical analysis. Statistically, the normality test was performed using the Kolmogorov–Smirnov method with the assistance of SPSS software.

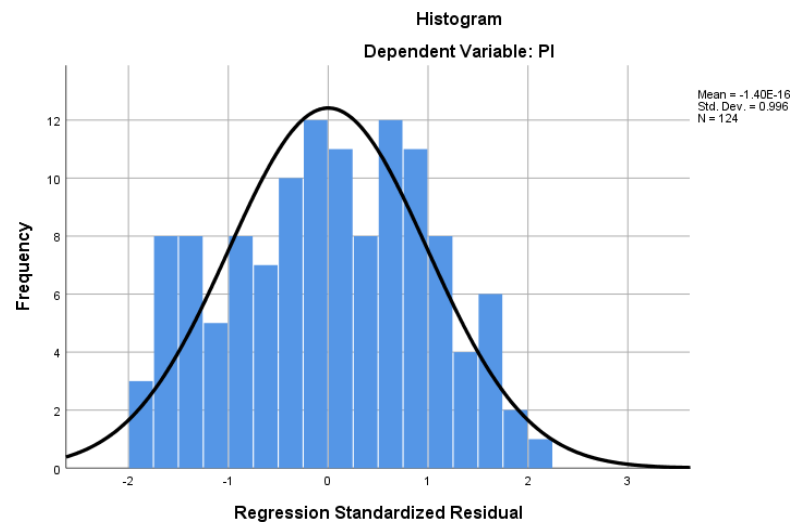
Table 3.5
Results of the Kolmogorov–Smirnov Normality Test

Asymp. Sig. (2-tailed)	.200 ^{c,d}
------------------------	---------------------

Source: SPSS 25 Output, 2026

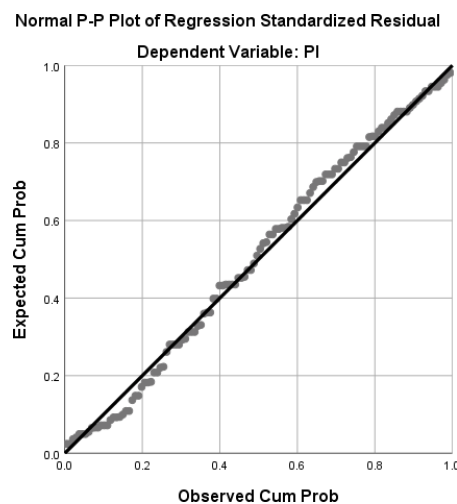
The testing criteria are determined based on the significance value (Asymp. Sig.), where the data is declared to be normally distributed if the significance value is greater than 0.05. Thus, the research data is said to be normally distributed.

In addition, normality testing is also examined through the normal distribution table and the Normal Probability Plot (P–P Plot) graph. Data is said to be normally distributed if the data points on the graph are scattered around the diagonal line and follow the direction of that line.



Source: SPSS 25 Output, 2026

Image 3.1
Histogram of Regression Residual



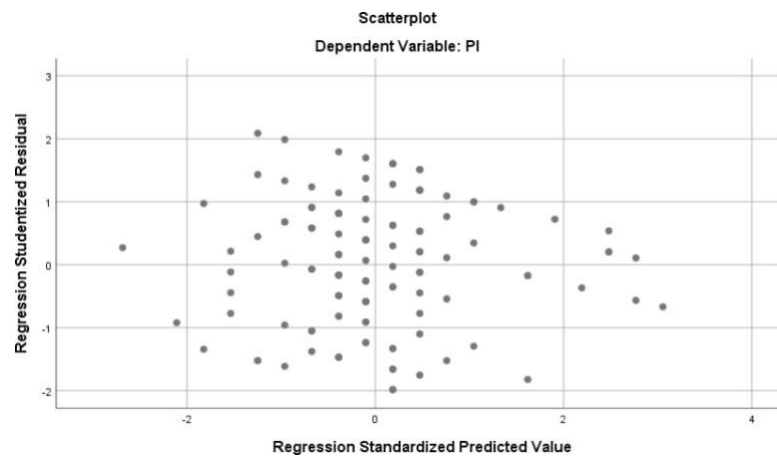
Source: SPSS 25 Output, 2026

Image 3.2
P-P Plot of Regression Standardized Residual

Based on the results of the graphical analysis, the data distribution is observed to be around the normal line and does not show any significant deviation. Therefore, it can be concluded that the data in this study meet the normality assumption and are suitable for use in subsequent linear regression analysis.

3.4 Heteroscedasticity Test

The heteroscedasticity test was conducted to determine whether the residual variance was stable (constant) or not. The results of the heteroscedasticity test can be seen from the SRESID by ZPRED plot. The following are the results of the heteroscedasticity test that was conducted using the SPSS 25 program.



Source: SPSS 25 Output, 2026

Image 3.3

Scatterplot of Standardized Residuals (Dependent Variable: Purchase Intention)

Based on the SRESID by ZPRED plot (scatter plot), it can be seen that the data plots are evenly distributed and do not form a specific pattern. Therefore, it can be concluded that there is no heteroscedasticity problem in this research data.

3.5 Simple Linear Regression Analysis

Simple linear regression analysis was used in this study to determine the effect of digital marketing communication through TikTok on consumer interest in purchasing Make Over products. This analysis aims to explain the causal relationship between one independent variable and one dependent variable, as well as to determine the direction and magnitude of the effect of the independent variable on the dependent variable. The following table shows the results of the simple linear

regression test on the data in this study.

Table 3.6
Simple Linear Regression Test Results

Coefficients^a					
	Model	Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	8,529	3,147		2,710
	DMC	0,289	0,080	0,312	3,626

a. Dependent Variable: PI

Source: SPSS 25 Output, 2026

Based on the results of the simple linear regression analysis shown in the table above, the multiple linear regression equation can be described as follows:

$$\text{Purchase Intention (Y)} = 8.529 + 0.289 (\text{X})$$

From the above equation, it can be concluded that for every one-unit increase in the independent variable “Digital Marketing Communication,” the value of the dependent variable “Purchase Intention” will increase by 0.289.

3.6 Hypothesis Testing

In this study, hypothesis testing was conducted through two stages of (Goodness of Fit) testing. The tests consist of the partial significance test (T test) and the coefficient of determination (R^2) test.

3.6.1 Partial T-Test

The t-test in this study was used to determine the partial effect of the independent variable on the dependent variable. This test aims to examine the significance of the effect of each variable in explaining the variation in the dependent variable. The significance level applied in this study was 0.05. The results of the t-test were obtained through data processing using SPSS version 25.

Table 3.7
Simple Linear Regression Test Results

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Interpretasi
	B	Std. Error	Beta			
1 (Constant)	8,529	3,147		2,710	0,008	
DMC	0,289	0,080	0,312	3,626	0,000	Hypothesis is accepted

a. Dependent Variable: PI

Source: SPSS 25 Output, 2026

The Digital Marketing Communication variable (X) has a significance value of $0.000 < 0.05$. Therefore, the **hypothesis is accepted** and it can be concluded that the Digital Marketing Communication variable (X) has a significant positive effect on the Purchase Intention variable (Y).

3.6.2 Coefficient of Determination (R^2) Test

The coefficient of determination (R^2) test was conducted to determine the extent to which the independent variable is able to explain the variation in the dependent variable. This test aims to measure the contribution of the independent variable to the dependent variable within the regression model used. The results of the R^2 test in this study were obtained through data processing using SPSS version 25.

Table 3.8
Results of the Coefficient of Determination Test (R^2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.312 ^a	0,097	0,090	3,07952

a. Predictors: (Constant), Digital Marketing Communication (X)

b. Dependent Variable: Purchase Intention (Y)

Source: SPSS 25 Output, 2026

Based on the calculations that have been carried out, the coefficient of

determination (Adjusted R Square) value obtained is 0.090. This indicates that 9% of the Purchase Intention (Y) variable can be explained or influenced by the Digital Marketing Communication (X) variable, while the remaining 91% is influenced by other factors outside the variables studied or outside the regression model used in this study.

3.7 Digital Marketing Communication

For the digital marketing communication variable on TikTok, several indicators were used as the basis for constructing the questionnaire items to assess how Make Over's marketing communication strategies were perceived by respondents. The following findings are presented based on the results of data processing from the questionnaires completed by the respondents.

Table 3.9
Distribution of Respondents Based on the Statement: "Make Over's TikTok content provides clear information about its products"

Statement	Frequency	Percentage (%)
Strongly Disagree	0	0,00%
Disagree	0	0,00%
Neutral	25	20,16%
Agree	71	57,26%
Strongly Agree	28	22,58%
Total	124	100%

Source: Primary Data, 2026

Based on the data presented in Table 3.9, the majority of respondents gave positive responses to the statement that Make Over's TikTok content provides clear information about its products. A total of 71 respondents (57.26%) agreed, while 28 respondents (22.58%) strongly agreed. Meanwhile, 25 respondents (20.16%) selected the neutral category. No respondents indicated disagreement or strong disagreement.

Table 3.10
Distribution of Respondents Based on the Statement: "Respondents know the benefits of Make Over products through its TikTok content"

Statement	Frequency	Percentage (%)
Strongly Disagree	0	0,00%

Statement	Frequency	Percentage (%)
Disagree	2	1,61%
Neutral	28	22,58%
Agree	73	58,87%
Strongly Agree	21	16,94%
Total	124	100%

Source: Primary Data, 2026

Based on the data presented in Table 3.10, most respondents gave positive responses to the statement that they were able to understand the benefits of Make Over products through TikTok content. A total of 73 respondents (58.87%) agreed, while 21 respondents (16.94%) strongly agreed. Meanwhile, 28 respondents (22.58%) selected the neutral category, and only 2 respondents (1.61%) disagreed. No respondents indicated strong disagreement. Overall, respondents tended to perceive TikTok content as helpful in understanding the benefits of Make Over products.

Table 3.11
Distribution of Respondents Based on the Statement: “Make Over’s TikTok videos help respondents understand product specifications before purchasing”

Statement	Frequency	Percentage (%)
Strongly Disagree	0	0,00%
Disagree	1	0,81%
Neutral	28	22,58%
Agree	69	55,65%
Strongly Agree	26	20,97%
Total	124	100%

Source: Primary Data, 2026

Based on the data presented in Table 3.11, the majority of respondents gave positive responses to the statement that Make Over’s TikTok videos help them understand product specifications before making a purchase. A total of 69 respondents (55.65%) agreed, while 26 respondents (20.97%) strongly agreed. Meanwhile, 28 respondents (22.58%) selected the neutral category, and only 1 respondent (0.81%) disagreed. No respondents indicated strong disagreement.

Table 3.12
Distribution of Respondents Based on the Statement: “Respondents feel entertained when watching Make Over’s promotional content on TikTok”

Statement	Frequency	Percentage (%)
Strongly Disagree	0	0,00%
Disagree	1	0,81%
Neutral	29	23,39%
Agree	68	54,84%
Strongly Agree	26	20,97%
Total	124	100%

Source: Primary Data, 2026

Based on the data presented in Table 3.12, most respondents gave positive responses to the statement that they felt entertained when watching Make Over’s promotional content on TikTok. A total of 68 respondents (54.84%) agreed, while 26 respondents (20.97%) strongly agreed. Meanwhile, 29 respondents (23.39%) selected the neutral category, and only 1 respondent (0.81%) disagreed. No respondents indicated strong disagreement.

Table 3.13
Distribution of Respondents Based on the Statement: “Make Over’s TikTok videos make respondents more interested in the brand”

Statement	Frequency	Percentage (%)
Strongly Disagree	0	0,00%
Disagree	1	0,81%
Neutral	27	21,77%
Agree	73	58,87%
Strongly Agree	23	18,55%
Total	124	100%

Source: Primary Data, 2026

Based on the data presented in Table 3.13, the majority of respondents expressed positive responses to the statement that Make Over’s TikTok videos increased their interest in the brand. A total of 73 respondents (58.87%) agreed, while 23 respondents (18.55%) strongly agreed. Meanwhile, 27 respondents (21.77%) selected the neutral category, and only 1 respondent (0.81%) disagreed. No respondents indicated strong disagreement. Overall, respondents tended to show

increased interest in the Make Over brand after watching its TikTok videos.

Table 3.14
Distribution of Respondents Based on the Statement: “Respondents have interacted with Make Over’s TikTok content”

Statement	Frequency	Percentage (%)
Strongly Disagree	0	0,00%
Disagree	2	1,61%
Neutral	33	26,61%
Agree	71	57,26%
Strongly Agree	18	14,52%
Total	124	100%

Source: Primary Data, 2026

Based on the data presented in Table 3.14, most respondents stated that they had interacted with Make Over’s TikTok content. A total of 71 respondents (57.26%) agreed, while 18 respondents (14.52%) strongly agreed. Meanwhile, 33 respondents (26.61%) selected the neutral category, and 2 respondents (1.61%) disagreed. No respondents indicated strong disagreement. Overall, respondents tended to engage with Make Over’s TikTok content.

Table 3.15
Distribution of Respondents Based on the Statement: “The TikTok Live feature makes it easier for respondents to communicate directly with Make Over”

Statement	Frequency	Percentage (%)
Strongly Disagree	0	0,00%
Disagree	1	0,81%
Neutral	26	20,97%
Agree	77	62,10%
Strongly Agree	20	16,13%
Total	124	100%

Source: Primary Data, 2026

Based on the data presented in Table 3.15, the majority of respondents gave positive responses to the statement that the TikTok Live feature makes it easier to communicate directly with Make Over. A total of 77 respondents (62.10%) agreed, while 20 respondents (16.13%) strongly agreed. Meanwhile, 26 respondents

(20.97%) selected the neutral category, and only 1 respondent (0.81%) disagreed. No respondents indicated strong disagreement. Overall, respondents tended to perceive TikTok Live as facilitating direct communication with the brand.

Table 3.16
Distribution of Respondents Based on the Perceived Trustworthiness of Influencers or Brand Ambassadors Collaborating with Make Over

Statement	Frequency	Percentage (%)
Strongly Disagree	0	0,00%
Disagree	0	0,00%
Neutral	22	17,74%
Agree	77	62,10%
Strongly Agree	25	20,16%
Total	124	100%

Source: Primary Data, 2026

Based on the data presented in Table 3.16, it can be observed that the majority of respondents perceive the influencers or brand ambassadors collaborating with Make Over as trustworthy. A total of 77 respondents (62.10%) expressed agreement, while 25 respondents (20.16%) strongly agreed with the statement. Meanwhile, 22 respondents (17.74%) indicated a neutral response. Notably, none of the respondents expressed disagreement or strong disagreement. These findings indicate that Make Over's collaborations with influencers or brand ambassadors are perceived as having a high level of credibility.

Table 3.17
Distribution of Respondents Based on the Perception that Make Over's TikTok Content Appears Professional and Honest

Statement	Frequency	Percentage (%)
Strongly Disagree	0	0,00%
Disagree	1	0,81%
Neutral	34	27,42%
Agree	73	58,87%
Strongly Agree	16	12,90%
Total	124	100%

Source: Primary Data, 2026

Based on the data presented in Table 3.17, it is found that the majority of respondents gave a positive evaluation of the statement that Make Over's TikTok content appears professional and honest. A total of 73 respondents (58.87%) agreed, while 16 respondents (12.90%) strongly agreed with the statement. Meanwhile, 34 respondents (27.42%) were neutral, and only 1 respondent (0.81%) disagreed. No respondents expressed strong disagreement. These findings indicate that Make Over's TikTok content is perceived to have a high level of professionalism and honesty.

Table 3.18
Distribution of Respondents Based on Interest in Make Over's TikTok Content Due to Discounts or Promotions

Statement	Frequency	Percentage (%)
Strongly Disagree	0	0,00%
Disagree	3	2,42%
Neutral	29	23,39%
Agree	70	56,45%
Strongly Agree	22	17,74%
Total	124	100%

Source: Primary Data, 2026

Based on the data presented in Table 3.18, it is found that the majority of respondents gave a positive evaluation of the statement that they are interested in Make Over's TikTok content because it offers discounts or promotions. A total of 70 respondents (56.45%) agreed, while 22 respondents (17.74%) strongly agreed with the statement. Meanwhile, 29 respondents (23.39%) were neutral, and only 3 respondents (2.42%) disagreed. No respondents expressed strong disagreement. These findings indicate that offering discounts or promotions through Make Over's TikTok content has a relatively strong appeal to consumers.

3.8 Purchase Intention

For the Purchase Intention variable, a number of indicators were used as the basis for compiling questionnaire items to assess the purchase intention felt by respondents. The following findings are presented based on the results of processing the questionnaire data filled out by respondents.

Table 3.19
Distribution of Respondents Based on Feelings of Curiosity and Interest in Learning More After Viewing Make Over's TikTok Content

Statement	Frequency	Percentage (%)
Strongly Disagree	0	0,00%
Disagree	5	4,03%
Neutral	29	23,39%
Agree	46	37,10%
Strongly Agree	44	35,48%
Total	124	100%

Source: Primary Data, 2026

Based on the data presented in Table 3.19, it is found that the majority of respondents reported feeling curious and wanting to learn more about Make Over's products after viewing its TikTok content. A total of 46 respondents (37.10%) agreed, while 44 respondents (35.48%) strongly agreed with the statement. Meanwhile, 29 respondents (23.39%) were neutral, and 5 respondents (4.03%) disagreed. No respondents expressed strong disagreement. These findings indicate that Make Over's TikTok content is effective in attracting audience attention and stimulating consumer curiosity.

Table 3.20
Distribution of Respondents Based on the Intention to Try Make Over Products After Watching Make Over's TikTok Videos

Statement	Frequency	Percentage (%)
Strongly Disagree	0	0,00%
Disagree	5	4,03%
Neutral	29	23,39%
Agree	55	44,35%
Strongly Agree	35	28,23%
Total	124	100%

Source: Primary Data, 2026

Based on the data presented in Table 3.20, it is found that the majority of respondents expressed an intention to try Make Over products after watching Make Over's TikTok videos. A total of 55 respondents (44.35%) agreed, while 35 respondents (28.23%) strongly agreed with the statement. Meanwhile, 29

respondents (23.39%) were neutral, and 5 respondents (4.03%) disagreed. No respondents expressed strong disagreement. These findings indicate that Make Over's TikTok video content is able to stimulate consumer interest in trying the products.

Table 3.21
Distribution of Respondents Based on the Frequency of Considering the Purchase of Make Over Products After Seeing Them on TikTok

Statement	Frequency	Percentage (%)
Strongly Disagree	0	0,00%
Disagree	6	4,84%
Neutral	28	22,58%
Agree	49	39,52%
Strongly Agree	41	33,06%
Total	124	100%

Source: Primary Data, 2026

Based on the data presented in Table 3.21, it is found that the majority of respondents reported frequently considering the purchase of Make Over products after seeing them on TikTok. A total of 49 respondents (39.52%) agreed, while 41 respondents (33.06%) strongly agreed with the statement. Meanwhile, 28 respondents (22.58%) were neutral, and 6 respondents (4.84%) disagreed. No respondents expressed strong disagreement. These findings indicate that exposure to Make Over's TikTok content is able to encourage consumers' intention to consider purchasing the products.

Table 3.22
Distribution of Respondents Based on Feeling Encouraged to Purchase Make Over Products Due to Promotions on TikTok

Statement	Frequency	Percentage (%)
Strongly Disagree	0	0,00%
Disagree	3	2,42%
Neutral	32	25,81%
Agree	50	40,32%
Strongly Agree	39	31,45%
Total	124	100%

Source: Primary Data, 2026

Based on the data presented in Table 3.22, it is found that the majority of respondents reported feeling encouraged to purchase Make Over products due to the promotions offered through TikTok. A total of 50 respondents (40.32%) agreed, while

39 respondents (31.45%) strongly agreed with the statement. Meanwhile, 32 respondents (25.81%) were neutral, and only 3 respondents (2.42%) disagreed. No respondents expressed strong disagreement. These findings indicate that promotions delivered through TikTok are able to motivate consumers to take purchasing actions.

Table 3.23
Distribution of Respondents Based on Having Nearly Purchased or Previously Purchased Make Over Products After Viewing Their TikTok Content

Statement	Frequency	Percentage (%)
Strongly Disagree	0	0,00%
Disagree	5	4,03%
Neutral	38	30,65%
Agree	49	39,52%
Strongly Agree	32	25,81%
Total	124	100%

Source: Primary Data, 2026

Based on the data presented in Table 3.23, it is found that the majority of respondents reported that they had nearly purchased or had already purchased Make Over products after viewing the brand's promotional content on TikTok. A total of 49 respondents (39.52%) agreed, while 32 respondents (25.81%) strongly agreed with the statement. Meanwhile, 38 respondents (30.65%) were neutral, and 5 respondents (4.03%) disagreed. No respondents expressed strong disagreement. These findings indicate that Make Over's digital marketing communication through TikTok not only encourages purchase intention but has also led to actual purchasing actions among some respondents.

3.9 Discussion

3.9.1 The Effect of Digital Marketing Communication on Purchase Intention

The findings of this study indicate that digital marketing communication through TikTok has a positive and significant influence on consumer purchase intention toward Make Over products. This result as evidence that communication quality plays an important role in shaping consumer responses. In this context, TikTok functions as a communication space where Make Over delivers brand and product messages, while consumers receive, interpret, evaluate, and respond to those messages.

From the perspective of marketing communication, this finding is in line with Kotler and Keller's view that marketing communication is used by companies to inform, persuade, and remind consumers about the products and brands they offer. In this study, Make Over's TikTok communication can be understood as a process of informing consumers about product benefits, persuading them through attractive and credible messages, and maintaining brand presence in consumers' minds through repeated digital exposure. Therefore, the influence of digital marketing communication on purchase intention reflects the effectiveness of communication in shaping audience awareness, interest, and consideration.

This finding also supports the view that digital marketing communication is not merely a sales activity, but a process of message delivery and relationship building between brands and consumers. As explained by Diandra et al. (2024), digital marketing communication enables brands to deliver messages through digital platforms while building stronger relationships with consumers. In the context of this study, consumers' purchase intention toward Make Over products can be understood as a response that emerges after they are exposed to, evaluate, and engage with brand messages on TikTok.

Therefore, the positive influence reflects communication effectiveness. The more effective Make Over's TikTok communication is perceived by consumers, the greater the possibility that consumers will move from simple exposure to deeper interest and purchase consideration. This means that TikTok based digital marketing communication plays an important role in the early stages of consumer

decision making, particularly in shaping awareness, interest, and intention.

3.9.2 Digital Marketing Communication as Informative, Entertaining, Interactive, and Credible Communication

Digital marketing communication through TikTok can be understood through several communication dimensions, namely informativeness, entertainment, interactivity, credibility, and incentives. These dimensions explain how audiences evaluate the quality of Make Over's brand messages on TikTok. In this study, Make Over's TikTok content is not only expected to introduce products, but also to help consumers understand, enjoy, trust, and respond to the brand's communication.

The informative dimension refers to the ability of TikTok content to provide clear and useful product information. In beauty communication, information is essential because consumers often need to understand product benefits, shade options, texture, application method, durability, and suitability before forming purchase intention. This supports Sari and Utami's (2021) explanation that digital marketing communication requires an understanding of digital media characteristics so that messages can be delivered more efficiently and in accordance with consumer behavior. Through TikTok, Make Over can communicate product information through short videos, tutorials, product demonstrations, and before-after visuals, making the information easier for audiences to process.

The entertainment dimension is important because TikTok is a platform where audience attention is highly competitive. Content that is visually appealing, creative, and enjoyable is more likely to capture audience interest. For Make Over, entertaining communication can appear through trend-based videos, music, creative editing, makeup transformation content, and influencer storytelling. Entertainment does not only function as a visual attraction, but also as an entry point that encourages audiences to pay attention to the message. This is relevant to the AIDA model, where the first stage of persuasive communication begins with gaining audience attention before interest and desire can be developed.

Interactivity distinguishes TikTok communication from conventional

promotional media. On TikTok, audiences can respond to Make Over's content by liking, commenting, sharing, saving, or participating in live sessions. This supports Mangold and Faulds' (2009) argument that social media functions as a hybrid element of communication because it allows companies to communicate with consumers while also enabling consumers to communicate with one another. In this context, Make Over's communication does not stop after the message is posted, it continues through audience responses, discussions, and interactions around the content.

Credibility is also a decisive element in digital marketing communication. Consumers are more likely to be influenced by communication that they perceive as honest, professional, and trustworthy. In the context of beauty products, credibility can be built through realistic product demonstrations, consistent brand messages, professional visual presentation, and creators or influencers who are perceived as authentic. This is relevant to the idea that digital marketing communication must build trust and relationships, not only deliver promotional claims. When Make Over's TikTok communication is perceived as credible, consumers are more likely to evaluate the product positively and develop purchase intention.

Incentives, such as discounts, special offers, or promotional messages, can also support communication effectiveness. However, incentives should not stand alone. They become more effective when combined with informative, entertaining, interactive, and credible communication. In this sense, incentives act as supporting messages that strengthen consumer interest after the brand has already captured attention, provided information, and built trust.

Overall, these dimensions show that digital marketing communication through TikTok is not only about the frequency of content or the use of a popular platform. Its effectiveness depends on the quality of the message and the audience's perception of that message. In Make Over's case, TikTok communication can influence purchase intention when the content successfully informs, entertains, invites interaction, builds credibility, and provides relevant incentives.

3.9.3 Purchase Intention as Audience Response to Persuasive Communication

Purchase intention in this study can be interpreted as an audience response that emerges after consumers are exposed to persuasive digital communication. Consumers do not immediately form purchase intention after seeing a product once. Instead, purchase intention develops through a process of attention, interpretation, evaluation, and emotional or rational consideration.

This explanation is consistent with Pasharibu et al. (2020) view who explain that intention to buy represents an important stage in online consumer behavior, although intention alone does not always directly lead to actual purchase. In the context of this study, purchase intention appears after consumers receive, evaluate, and respond to Make Over's digital marketing communication through TikTok. Therefore, purchase intention can be understood as an audience response that is shaped by message exposure, perceived credibility, interaction, and consumer trust in digital communication.

The formation of purchase intention can also be explained through the AIDA model, which consists of Attention, Interest, Desire, and Action. In the Attention stage, TikTok content helps Make Over capture audience awareness through short-form videos, strong visuals, music, trend-based content, and influencer communication. On TikTok, attention is highly dependent on the first few seconds of content, making visual strength and message clarity important.

In the Interest stage, audiences begin to pay closer attention to the message when the content provides useful product information, relevant beauty tips, tutorials, or relatable content. Interest is formed not only because the product appears in the content, but because the communication successfully connects the product with consumers' needs, beauty routines, or preferences.

In the Desire stage, consumers begin to develop stronger attraction toward the product. This may be influenced by product demonstrations, positive reviews, influencer credibility, audience comments, or promotional messages. For cosmetic products, desire may appear when consumers imagine that the product is suitable for their skin tone, makeup style, or personal identity.

In the Action stage, consumers may begin to consider purchasing, search for more information, save the product, visit TikTok Shop, or compare Make Over products with alternatives. Since this study focuses on purchase intention, action does not necessarily mean actual purchase. It refers to consumers' tendency to move closer toward purchasing behavior after being exposed to persuasive communication.

Pasharibu et al. (2020) explain that purchase intention in online contexts does not always directly become actual purchase because consumers may still consider trust, risk, and other contextual factors. This is relevant to the findings of this study because TikTok communication may successfully shape intention, but the final purchase decision may still depend on factors such as price, product availability, personal need, or previous experience.

Therefore, purchase intention should not be understood only as a marketing outcome, but as a communication response. It reflects how audiences process, evaluate, and respond to persuasive brand messages delivered through TikTok.

3.9.4 TikTok's Role as an Algorithmic and Participatory Communication Platform

TikTok should not be understood as a generic social media platform because it has specific communication characteristics that may strengthen the effect of digital marketing communication. The first important characteristic is its algorithmic recommendation system. Through the For You Page, TikTok distributes content based on user behavior, interests, and engagement patterns. TikTok Newsroom (2020) explains that the For You recommendation system considers signals such as user interactions, video information, captions, hashtags, and device or account settings. This allows Make Over's content to reach potential consumers who are interested in beauty-related content.

The second characteristic is short-form storytelling. TikTok requires brands to communicate messages quickly, visually, and memorably. This format is highly relevant for beauty products because product benefits can be shown through tutorials, transformations, product swatches, and application demonstrations. Short-

form storytelling enables Make Over to simplify product messages into content that is easy to consume and easy to remember. This supports communication effectiveness because consumers can quickly understand the product's appeal within a limited time.

The third characteristic is interactivity. TikTok allows audiences to respond directly through comments, likes, shares, saves, live chat, duets, and stitches. These features create participatory communication, where audiences can become part of the message circulation. This is consistent with Mangold and Faulds' (2009) explanation that social media enables consumer-to-consumer communication in addition to company-to-consumer communication. In Make Over's TikTok communication, audiences may comment on product content, share recommendations, ask questions, or participate in conversations around beauty products.

The fourth characteristic is the role of creators and influencers. TikTok's creator economy makes brand communication more personal and relatable because messages are often delivered by individuals who already have audience trust. In beauty communication, creators can demonstrate product use, share impressions, and translate brand messages into everyday language. This makes the communication feel more authentic than conventional advertising. For Make Over, creator-based content can help bridge the gap between the brand and consumers by making product communication more practical and experience-based.

The fifth characteristic is participatory communication. TikTok users are not only viewers; they can become participants who reinterpret, reproduce, and circulate brand-related messages. In beauty content, this can happen through makeup challenges, reviews, tutorials, comments, or user-generated videos. This participatory culture strengthens the communication process because brand meaning is not formed only by Make Over, but also by audiences and creators who interact with the content.

This finding can also be understood through Uses and Gratifications Theory, which views audiences as active media users who consume media content to fulfill specific needs. In the context of TikTok, audiences may engage with Make Over's

content not only because they are exposed to it, but because the content provides certain gratifications, such as product information, entertainment, beauty inspiration, social interaction, and product discovery (Katz et al., 1974; Whiting & Williams, 2013). Therefore, when Make Over's TikTok communication is perceived as informative, entertaining, interactive, and credible, it is more likely to fulfill audience needs and support the formation of purchase intention.

TikTok's algorithmic and participatory nature also strengthens this process. Through the For You Page, users are exposed to content that matches their interests and behavior. From the Uses and Gratifications perspective, this allows audiences to encounter content that is relevant to their needs, such as beauty tutorials, product reviews, makeup inspiration, or promotional offers. As Ruggiero (2000) explains, interactivity is one of the important characteristics that makes Uses and Gratifications Theory relevant in digital media contexts. Therefore, Make Over's communication can be received not only as advertising, but also as content that fulfills users' informational, entertainment, and social interaction needs.

Therefore, TikTok's role is as an algorithmic and participatory communication environment that shapes how Make Over's messages are distributed, received, interpreted, and responded to. This explains why digital marketing communication through TikTok can influence purchase intention, that because of the platform supports visibility, storytelling, interaction, credibility, and audience participation at the same time.

CHAPTER 4

CONCLUSION

4.1 Conclusion

This study examined the influence of digital marketing communication through TikTok on consumer purchase intention toward Make Over products. Based on the research findings, digital marketing communication through TikTok has a positive and significant influence on consumer purchase intention. This means that the way Make Over communicates through TikTok contributes to how consumers develop interest, consideration, and intention to purchase its products.

The findings show that digital marketing communication should not be understood merely as a promotional activity. In the context of TikTok, communication takes place through informative, entertaining, interactive, credible, and incentive-based messages. These elements allow consumers to receive product information, evaluate brand messages, interact with content, and form perceptions toward Make Over products. Therefore, purchase intention can be understood as an audience response that emerges from exposure to persuasive and interactive digital communication.

This study also confirms that TikTok serves as both a marketing channel and a digital communication medium. Through short-form videos, algorithmic content distribution, creator-based communication, comments, shares, and live interactions, TikTok allows brand messages to circulate in a more participatory manner. Consumers are no longer passive viewers of promotional content. They actively respond to, interpret, and share messages related to brands.

Although digital marketing communication significantly influences purchase intention, the contribution of this variable does not fully explain consumer purchase intention. This indicates that purchase intention is also influenced by other factors beyond digital marketing communication, such as product quality, price, personal needs, brand trust, peer recommendations, consumer experience, and product availability. Therefore, digital marketing communication should be seen as one important factor in shaping purchase intention, not as the only determinant.

Overall, this study concludes that Make Over's digital marketing communication through TikTok plays an important role in shaping consumer purchase intention. The effectiveness of this communication depends on how well the brand delivers messages that are clear, engaging, interactive, trustworthy, and relevant to audience needs.

4.2 Implications

4.2.1 Theoretical implications

Theoretically, this study contributes to the development of communication science, particularly in the field of digital marketing communication. The findings enrich empirical understanding of how brand communication through social media can influence audience responses, especially purchase intention.

This study supports the view that digital marketing communication extends beyond product sales. It involves delivering messages, building meaning, creating interaction, and shaping audience perceptions. In the context of TikTok, brand communication becomes more dynamic because audiences can respond, interact, and participate in the circulation of messages.

The findings also contribute to the study of social media communication by highlighting TikTok's distinctive communication characteristics. Its short-form video format, algorithmic recommendation system, interactive features, and creator-based content influence how brand messages are delivered and received compared with conventional media. This finding presents social media platforms as promotional tools and communication spaces where relationships between brands and consumers are formed.

In addition, this study contributes to research on consumer purchase intention in the cosmetic industry. The findings show that purchase intention can be shaped through digital communication that combines product information, entertainment, interactivity, credibility, and promotional incentives. Therefore, this study can serve as a reference for future research that examines digital marketing communication, social media platforms, beauty brands, and consumer responses.

4.2.2 Practical Implications

The findings of this study provide several practical implications for communication practitioners, digital marketers, social media managers, and content creators. For communication practitioners, this study shows that TikTok should be managed as a strategic communication medium where brand messages are planned, delivered, interpreted, and responded to by audiences. Brand communication through TikTok needs to emphasize message clarity, credibility, audience relevance, and interaction, rather than focusing only on promotional exposure.

For digital marketers, the findings suggest that Make Over and other beauty brands need to strengthen digital marketing communication through content that is informative, entertaining, interactive, credible, and persuasive. Product information should be delivered through clear explanations, tutorials, product demonstrations, and visual storytelling. These forms of communication can help audiences understand product benefits, product usage, shade options, texture, and product performance before they develop purchase intention.

For social media managers, this study highlights the importance of managing audience interaction as part of the communication process. Comments, shares, saves, likes, and TikTok Live interactions should be treated as opportunities to build relationships with audiences. Social media managers should respond to audience questions, monitor audience feedback, and use interaction patterns to improve future content. This is important because TikTok communication depends on audience participation and platform engagement.

For content creators, the findings indicate that creator-based communication plays an important role in shaping audience perception. Beauty creators can strengthen message credibility by presenting realistic product demonstrations, honest explanations, and relatable beauty experiences. Content creators should avoid overly promotional messages and focus on communication that feels authentic, useful, and relevant to the audience's needs.

For academics, this study contributes to the development of communication studies, especially in the areas of digital communication, marketing communication, and social media communication. The study shows that purchase

intention can be examined as an audience response formed through message exposure, interpretation, interaction, and persuasion. This strengthens the position of digital marketing communication as a communication process, rather than a purely commercial activity.

4.3 Limitations of The Study

This study has several limitations. The first limitation is related to sampling. The respondents were selected using purposive sampling based on specific criteria, namely active TikTok users who had viewed or interacted with Make Over's TikTok content. This sampling technique was appropriate for the research objective, but the results cannot be generalized to all Make Over consumers or all TikTok users in Indonesia.

The second limitation is related to the platform examined in this study. This research only focuses on TikTok as the digital communication medium. Make Over also communicates with consumers through other platforms, such as Instagram, e-commerce platforms, and offline brand activities. Therefore, the findings only explain digital marketing communication through TikTok and do not represent the full communication strategy of Make Over across all media channels.

The third limitation is related to the research variables. This study only examines the influence of digital marketing communication on purchase intention. In reality, purchase intention may also be influenced by other factors, such as product quality, price, brand image, brand trust, influencer credibility, electronic word of mouth, peer recommendation, previous product experience, and product availability. These factors were outside the statistical model used in this study.

The fourth limitation is methodological. This study uses a quantitative approach with a closed-ended questionnaire. This method allows the researcher to measure the relationship between variables statistically, but it does not provide deeper explanations of respondents' personal experiences, motivations, or reasons behind their answers. A qualitative or mixed-method approach may provide richer insights into how audiences interpret Make Over's TikTok communication.

4.4 Suggestions for Future Research

Future research is expected to examine other variables that may influence consumer purchase intention, such as influencer credibility, electronic word of mouth, brand trust, social media engagement, parasocial interaction, brand image, or perceived product quality. These variables may provide a broader understanding of how digital communication influences consumer responses.

Future studies may also use different research methods, such as qualitative interviews, focus group discussions, or mixed methods. These approaches can provide deeper insight into how consumers interpret TikTok content, how they evaluate brand messages, and why certain communication elements influence their purchase intention.

In addition, future research can compare TikTok with other social media platforms such as Instagram, YouTube, or Shopee Live to understand how different platform characteristics influence digital marketing communication and consumer responses. Comparative studies may help explain whether TikTok's short-form video, algorithmic recommendation, and participatory features create different effects compared to other platforms.

Future researchers may also examine different beauty brands or product categories to determine whether the findings of this study are consistent across different brand contexts. Since each brand has different positioning, target audience, and communication style, further studies can enrich the understanding of digital marketing communication in various industries.

Finally, future research can examine actual purchase behavior, not only purchase intention. This would help explain whether consumer interest formed through TikTok communication eventually leads to real purchasing decisions.

REFERENCES

- (Monroe) Meng, L., Kou, S., Duan, S., & Bie, Y. (2024). The impact of content characteristics of Short-Form video ads on consumer purchase Behavior: Evidence from TikTok. *Journal of Business Research*, 183, 114874. <https://doi.org/https://doi.org/10.1016/j.jbusres.2024.114874>
- Alessandrina, D. (2022). *Make Over Jadi Official Makeup Partner di JFW 2023*. Marketeers. <https://www.marketeers.com/make-over-jadi-official-makeup-partner-di-jfw-2023/>
- Asrofi, S. N. (2024). Dari interaksi ke penjualan: Keuntungan berjualan di Live TikTok. In *Kompasiana*. <https://www.kompasiana.com/sulthannazirulasrofi1824/6773846934777c667b75e7c2/dari-interaksi-ke-penjualan-keuntungan-berjualan-di-live-tiktok>
- Bethanica. (2023). Make Over gelar MUA Hunt 2023: Ajang kompetisi kecantikan terbesar bagi makeup artist Indonesia. *BatamToday*. <https://batamtoday.com/batam/read/194637/Make-Over-Gelar-MUA-Hunt-2023-Ajang-Kompetisi-Kecantikan-Terbesar-Bagi-Makeup-Artist-Indonesia>
- Braun, J. (2023). Gen Z view beauty as means to self-expression, self-care: Gen Z Planet report. *FashionNetwork*. <https://id.fashionnetwork.com/news/Gen-z-view-beauty-as-means-to-self-expression-self-care-gen-z-planet-report,1507803.html>
- Diandra, D., Wijanarko, A. A., Moerales, H. A., & Satoto, A. A. (2024). Memahami definisi komunikasi pemasaran digital dalam teori dan praktek. *Jurnal Teknik Elektro Dan Bisnis Robotika*. <https://jtebr.unisan.ac.id/index.php/jtebr/article/view/174/60>
- Duffett, R. G., & Maraule, M. (2024). Customer engagement and intention to purchase attitudes of Generation Z consumers toward emojis in digital marketing communications. *Young Consumers*, 25(5), 607–624. <https://doi.org/10.1108/YC-08-2023-1817>
- Hartati, Q. E., Sutantri, & Mala, I. K. (2024). Pengaruh Digital Marketing terhadap Perilaku Konsumen di Indonesia. *Jurnal Pendidikan Sejarah Dan Riset Sosial Humaniora*, 4(2), 233–241. <https://journal.unitribakti.ac.id/index.php/JPSH/article/view/585>

- Indrawati, I., Yones, P., & Muthaiyah, S. (2022). eWOM via the TikTok application and its influence on the purchase intention of something products. *Asia Pacific Management Review*, 28. <https://doi.org/10.1016/j.apmr.2022.07.007>
- Juniarti, D. (2024). Ini empat ikon baru Make Over, diperkenalkan lewat kampanye “Discover The Unseen Power.” *Cyber Tokoh*. <https://www.cybertokoh.com/lifestyle/105412461221/ini-empat-ikon-baru-make-over-diperkenalkan-lewat-kampanye-discover-the-unseen-power>
- Katz, E., Blumler, J. G., & Gurevitch, M. (1974). *Utilization of mass communication by the individual* (J. G. Blumler & E. B. T.-T. uses of mass communications: C. perspectives on gratifications research Katz (Eds.); pp. 19–32). Sage.
- Kitchen, P. J., & Burgmann, I. (2010). Integrated marketing communication. In *Wiley International Encyclopedia of Marketing*. Wiley. <https://doi.org/10.1002/9781444316568.wiem04001>
- Kotler, P., & Keller, K. L. (2016). Marketing management. In *TA - TT* - (15th edition, Global edition). Pearson Education Ltd. <https://doi.org/LK> - <https://worldcat.org/title/917214539>
- Luo, C., Ain, N., Hasan, M., & Mua, A. (2025). *Influence of short video content on consumers purchase intentions on social media platforms with trust as a mediator*. 1–16.
- Maharani, A., & Sumadi. (2023). The influence of digital marketing communication on TikTok social media and lifestyle on beauty product purchase intention: A case study of the Something brand. *Journal of Economics Resource*, 6(2), 324–334.
- Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357–365. <https://doi.org/10.1016/j.bushor.2009.03.002>
- Monita, R. (2024). Make Over kenalkan kampanye Discover The Unseen Power, ada BA baru? *Marketeers*. <https://www.marketeers.com/make-over-kenalkan-kampanye-discover-the-unseen-power-ada-ba-baru/>
- Nabila, R. (2024). Peran makeup dalam meningkatkan kepercayaan diri seseorang. In *Kompasiana*.

- https://www.kompasiana.com/rahmaa_nabila/6658a4aaed641512895fa362/p-eran-makeup-dalam-meningkatkan-kepercayaan-diri-seseorang
- Newsroom, T. (2020). *How TikTok recommends videos #ForYou*.
<https://newsroom.tiktok.com/how-tiktok-recommends-videos-for-you>
- Noviyanti, S. (2024). Optimalkan bisnis, UMKM bisa memanfaatkan TikTok untuk jangkauan lebih banyak konsumen. *Kompas.Com*.
<https://kilasumkm.kompas.com/produk-umkm/read/2024/12/12/190700826/optimalikan-bisnis-umkm-bisa-memanfaatkan-tiktok-untuk-jangkauan-lebih-banyak>
- Over, M. (2024). Make Over mengumumkan kolaborasi terbarunya dengan NIKI (@nikizefanya) dengan merilis Powerstay Glazed Lock Lip Treatment. In *Instagram*. <https://www.instagram.com/p/C3KYsBVx6or/>
- Pasharibu, Y., Aprilia, J., & Jie, F. (2020). *Intention to buy , interactive marketing , and online purchase decisions Moreover , the Indonesian Internet Service Providers Association explains that there*. 23(2), 339–356.
- Permana, A. (2022). Nurhayati Subakat: What it takes for Paragon to dominate the local cosmetic industry. *Institut Teknologi Bandung*.
<https://itb.ac.id/news/nurhayati-subakat-what-it-takes-for-paragon-to-dominate-the-local-cosmetic-industry/58640>
- Post, I. B. (2023). Opportunities and risks faced by beauty giants in Indonesia. *Indonesia Business Post*. <https://indonesiabusinesspost.com/998/business-and-investment/opportunities-and-risks-faced-by-beauty-giants-in-indonesia>
- Rahman, S. A. N., & Aribowo, A. (2024). *The Influence of Social Media Marketing and Brand Awareness on Purchase Decisions for Make Over Beauty Products*. 121–131.
- Ruggiero, T. E. (2000). Uses and Gratifications Theory in the 21st Century. *Mass Communication and Society*, 3(1), 3–37.
https://doi.org/10.1207/S15327825MCS0301_02
- Safitri, E., Auliana, L., Sukoco, I., & Barkah, C. S. (2022). Kajian Literatur Peran Integrated Marketing Communication (IMC) dalam Mempertahankan Loyalitas Konsumen. *Jurnal Administrasi Bisnis (JABIS)*, 19(2), 259–267.
<https://doi.org/10.23969/jabis.v19i2.74677>

- Sari, Y. I., & Utami, N. W. (2021). Komunikasi Pemasaran Digital sebagai Tantangan Teknologi. *Jurnal Mahasiswa Komunikasi Cantrik*. <https://api.semanticscholar.org/CorpusID:239180916>
- Whiting, A., & Williams, D. (2013). Why people use social media: a uses and gratifications approach. *Qualitative Market Research: An International Journal*, 16(4), 362–369. <https://doi.org/10.1108/QMR-06-2013-0041>