

# The Effect of Product Quality and Social Media Marketing on the Tiktok Application on Purchase Decisions (Study on Moisturizer Users Glad2glow)

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## ABSTRACT

*This study aims to analyze the effect of product quality and social media marketing on the TikTok application on purchasing decisions of Glad2Glow moisturizer. The research method used is a quantitative approach. The sampling technique employed is non-probability sampling using purposive sampling, with a total sample of 100 respondents who are users of Glad2Glow moisturizer and active users of the TikTok application. The data analysis techniques used in this study include the t-test, F-test, and multiple linear regression analysis. The results of the t-test indicate that product quality has a positive and significant effect on the purchasing decisions of Glad2Glow moisturizer. In addition, social media marketing on the TikTok application also has a positive and significant effect on purchasing decisions. The results of the F-test show that product quality and social media marketing simultaneously have a significant effect on the purchasing decisions of Glad2Glow moisturizer.*

## A. INTRODUCTION

The increasing number of internet users has prompted a significant change in marketing strategies, emphasizing digital communication between companies and consumers (Afdila, 2025; Ain et al., 2024) Digitalization creates a fast and borderless communication space, thus enabling instant exchange of information (Wardani, 2023; Widiastuti and Ritonga, 2020)

This development encourages companies to use the internet and social media as an effective means of promotion, as they are able to reach consumers widely, quickly, and measurably, as well as build more personalized interactions through paid advertising and audience data analysis. The use of digital advertising and social media has been proven to influence purchasing decisions (Nadya Kusuma Putri, 2023; Adryan et al., 2024).

Based on a survey by We Are Social and Hootsuite (2020), more than 50% of internet users search for product information through social media before buying, especially skincare products that require careful consideration. This is in line with Simon Kemp's data (2024) which shows that 49.9% of the Indonesian population is an active user of social media, making it a very potential promotional medium for companies. The following is data on social media usage in Indonesia.

**Table of the Most Social Media Users in Indonesia**

No	Platform	Jumlah Pengguna
1	Whatsapp	90,9%
2	Instagram	85,3%
3	Facebook	81,6%
4	Tiktok	73,5%
5	Telegram	61,3%
6	X (twitter)	57,5%
7	Facebook Messenger	47,9%

**Source : Digital Indonesia, 2024**



Based on the table, social media users are dominated by WhatsApp (90.9%) and Instagram (85.3%). The high use of social media encourages companies to design marketing strategies that are not only informative, but also participatory (Kotler & Armstrong, 2015; Tuten & Solomon, 2017). Social media is a very potential channel to reach consumers widely and efficiently, and has a significant influence on purchase decisions, especially in skincare products (Kussudyarsana & Rejeki, 2020; Calistarahma & Saputro, 2023).

This phenomenon is known as social media marketing, which is the use of social media platforms to build interaction with consumers and influence preferences and purchase decisions through interesting content (Saputra and Fadhilah, 2021). Skincare is one of the most searched products on social media, as sales in e-commerce increase and growth projections until 2027 (Muthia, 2022; Hananto, 2021).

The increase in the use of skincare is triggered by public awareness of the importance of skin care, as well as reflecting lifestyle changes (Anugrah et al., 2024). This trend makes the beauty industry more competitive, so brands compete to present innovative products that are safe and according to consumer needs (Ekon, 2024). Because skincare is used regularly and each individual's skin condition is different, consumers tend to look for in-depth information through social media, including user reviews and recommendations.

One of the most in-demand categories is basic skincare, which is a series of basic treatments to maintain moisture, protect, and nourish the skin (Akib et al., 2023). Basic skincare generally includes facial washes, toners, serums, moisturizers, and sunscreens (Farah Ayu Fitriani, 2022), which are used morning and night to maintain the basic function of the skin barrier (Anessa, 2024; Hospital, 2024; Neutrogena, 2024). Among these products, moisturizers are the most often used because they play an important role in maintaining healthy skin, so many are developed according to the type and needs of consumers' skin. The rise of the use of *Moisturizer* makes this product one of the most tailored products to the needs and skin type of consumers, here are the most widely used *ncare moisturizers* based on Markethac *Top Brand Beauty* on Tiktok Q2 2025,



### Top Brand Beauty Q2 2025 Pictures

Source : *Markethac.id, 2025 (Accessed on September 26, 2025, Instagram)*

Based on the Image, Glad2Glow is one of the most purchased skincare products in the moisturizer category. Glad2Glow offers a variety of variants tailored to a wide range of skin types, such as dry, oily, sensitive, and acne-prone, with popular active ingredients such as niacinamide, ceramide, salicylic acid, and centella asiatica. This formula innovation makes Glad2Glow one of the local skincare brands that is able to compete in the midst of the dominance of foreign products.

As a local brand, Glad2Glow presents a complete range of skin care products, especially basic skincare, with moisturizer as one of the mainstay products. Glad2Glow moisturizer is formulated to meet the needs of a wide range of skin conditions. The seven types of Glad2Glow moisturizers have different ingredients and are designed to meet the needs of various skin conditions. However, in practice not all formulas are suitable for every

individual. There are consumer complaints that the quality of Glad2Glow products is not comparable to other brands, as well as the circulation of production issues in China that trigger doubts and lower the level of trust in the quality and authenticity of the product.

Product quality is an important factor in determining purchasing choices and decisions (Kotler & Armstrong, 2012; Naini et al., 2022). Quality assessment is generally based on aspects of performance, features, reliability, suitability, and aesthetics (Tjiptono, 2002). In terms of performance, Glad2Glow differentiates its products based on skin type to meet consumer needs. However, various criticisms show that some products are considered not fully able to meet the skin needs of Indonesian women, so there are still some shortcomings.



### Glad2Glow Results Review Images

Source : (Female Daily, 2025)

Based on the image, user reviews of Glad2Glow Pomegranate 5% Niacinamide Brightening Moisturizer show that even though the product is rated quite well, some consumers feel that the product is still not suitable. In terms of features, Glad2Glow offers various advantages, but the high competition makes many similar products available at more affordable prices. In addition, the circulation of rumors that products are produced in China has also reduced the level of confidence of some consumers in product quality (Putri, 2025).

This decrease in trust has an impact on the perception of product reliability, namely the product's ability to provide consistent results according to claims. In terms of conformance, Glad2Glow products are still relatively good, as shown by an average rating of 3.7 out of 5 on the Female Daily website (2025). In terms of aesthetics, the packaging with different colors in each variant makes it easier to identify the product, strengthen the brand identity, and increase visual appeal, especially in the Pomegranate variant which gives a soft and feminine impression.

Attractive packaging and the use of social media are important strategies in skincare marketing (Puspitarini & Nuraeni, 2019; Afriani, 2025). Social media has been proven to be able to influence purchasing decisions (Indriyani & Suri, 2020), with key indicators including content creation, content sharing, connecting, and community building (Gunelius, 2011).

Glad2Glow is active in content creation through collaboration with influencers, content sharing through digital trends, and connecting and community building through interaction in comments, live streaming, Q&A, and challenges. This strategy forms an active community of users and drives increased sales. Based on TikTok Shop data, Glad2Glow's sales show the following developments:

**Glad2Glow Moisturizer Sales Data Table**

No	Product Name	Sales
1	Glad2Glow Centella Allantoin Soothing Gel <i>Moisturizer</i>	883,1 K
2	Glad2Glow Yuja Symwhite 377 Dark Spot <i>Moisturizer</i>	235,3K
3	Glad2Glow Tremella Vita B5 Sensitive Calming <i>Moisturizer</i>	47,7K
4	Glad2Glow Peach Retinol <i>Moisturizer</i>	1,4 M



5	Glad2Glow Kiwi 3D Acid <i>Moisturizer</i>	585,4 K
6	Glad2Glow Blueberry 5% Ceramide <i>Moisturizer</i>	960,7 K
7	Glad2Glow Pomegranate 5% Niacinamide Brightening <i>Moisturizer</i>	864,8K

**Source, Tiktok Shop Sales data as of July 2025**

Based on the Table, the sales of Glad2Glow Moisturizer on TikTok Shop as of July 2025 show a significant difference between products. The highest sales were achieved by Peach Retinol Moisturizer (1.4 million units), followed by Blueberry 5% Ceramide (960.7 thousand units) and Centella Allantoin (883.1 thousand units). Meanwhile, the lowest sales were the Tremella Vita B5 Sensitive Calming Moisturizer (47.7 thousand units). This difference shows that there is a variation in consumer preferences for the content and claims of product benefits.

The product Glad2Glow Pomegranate 5% Niacinamide Brightening Moisturizer recorded sales of 864.8 thousand units and was in the middle position among seven variants. This position is interesting to research because it shows that there is a strong market attractiveness, but it is not optimal. Research on this product is important to examine the factors that influence purchasing decisions, especially product quality and the effectiveness of social media marketing on TikTok.

Referring to previous research, there are different findings regarding the influence of product quality and social media marketing on purchase decisions. Several studies state that both have a significant effect (Ariana et al., 2023; Wahyudi, 2022), while other studies show the opposite result (Fitri Alamsyah, 2023 :Yoanistha Yuliani Eltantuan et al., 2023). This inconsistency became the basis for the researcher to conduct a study entitled "The Influence of Product Quality and Social Media Marketing on the TikTok Application on Purchase Decisions (Study on Glad2Glow Moisturizer Users)."

## **B. THEORETICAL STUDY**

### **Theory of Planned Behavior**

The Theory of Planned Behavior (Ajzen, 1991) states that purchasing decisions are influenced by attitudes, subjective norms, and perceptions of behavioral control. In this study, product quality plays a role in shaping consumer attitudes, while social media marketing influences subjective norms through reviews and influencers, while increasing the perception of behavioral control through easy access to information and transactions. The interaction of these three factors encourages the formation of purchase decisions, thus showing that consumer decisions are influenced by product quality, social factors, and convenience offered by social media.

### **Product Quality**

According to Kotler and Keller (2016), product quality is the ability of products to provide performance that meets or exceeds consumer expectations. Product quality includes durability, reliability, accuracy, and other attributes that support meeting consumer needs (Marwanto, 2015; Purnama & Rialdy, 2019). The better the quality of the product, the higher the consumer satisfaction and the greater the chances of the company winning the market (Maria & Anshori, 2016; Anggraeni et al., 2016). Product quality is not only related to technical aspects, but also to the ability of the product to meet or exceed consumer expectations in terms of performance, design, and overall user experience.

### **Social Media Marketing**

The rapid progress in the development of social media has had a significant impact on marketing activities. Social media marketing is a form of marketing, either directly or indirectly, that is used to increase awareness, recognition, memory, and response to a brand, product, individual, or other entity. This marketing is carried out by utilizing various tools available in social media platforms, such as blogging, microblogging, social networks, social bookmarking, and content sharing (Gunelius, 2011). According to Chary (2014), social media

marketing is a stage in attracting public attention through social media platforms. This marketing aims to create useful and engaging content for social media users,

### Purchase Decision

Purchasing decisions are an important part of consumer behavior and are the basis for the formation of consumption patterns (Reynaldi et al., 2024). Purchasing decisions refer to the process when consumers choose one product from a variety of alternatives based on needs, information searching, and evaluation to achieve satisfaction (Mayroza Wiska et al., 2022; Supriatna & Nuraidah in Anugrah, 2022). This process shows a general tendency of consumers to make choices, starting from considering various alternatives to determining the products that are considered most suitable for their needs and desires (Trihudyatmanto et al., 2023).

## C. RESEARCH METHODS

This study uses a quantitative approach with a survey method and is associative, which aims to analyze the influence of Product Quality (X1) and *Social Media Marketing* (X2) on Purchase Decisions (Y). The object of the study was the user of Glad2Glow Moisturizer in the city of Palembang. The data used consisted of primary and secondary data, where primary data was obtained through the distribution of online questionnaires (*Google Form*) to respondents, while secondary data was sourced from books, scientific journals, and previous research. The sampling technique used non-probability sampling with the purposive sampling method, with the criteria that respondents were domiciled in Palembang, at least 17 years old, and had used Glad2Glow Moisturizer for more than six months and purchased through TikTok Shop. The number of samples was determined using the Lemeshow formula and obtained as many as 100 respondents. The research instrument used a Likert scale of 1–5 to measure respondents' perceptions. The collected data were statistically analyzed to test the research hypothesis.

## D. RESULTS AND DISCUSSION

### Results

#### Validity Test

The validity test is used to find out whether each item of the statement in the questionnaire is able to measure the variable in question precisely. An item is declared valid if the obtained correlation value is greater than the  $r_{table}$  value

**Table of Validity Test Results**

Variabel	Item	$r_{hitung}$	$r_{tabel}$	Remarks
	<b>Pertanyaan</b>			
<b>Product Quality</b>	X <sub>1.1</sub>	0,763	0,196	Valid
	X <sub>1.2</sub>	0,720	0,196	Valid
	X <sub>1.3</sub>	0,845	0,196	Valid
	X <sub>1.4</sub>	0,842	0,196	Valid
	X <sub>1.5</sub>	0,689	0,196	Valid
	X <sub>1.6</sub>	0,796	0,196	Valid
<b>Social Media Marketing</b>	X <sub>2.1</sub>	0,833	0,196	Valid
	X <sub>2.2</sub>	0,856	0,196	Valid
	X <sub>2.3</sub>	0,878	0,196	Valid
	X <sub>2.4</sub>	0,867	0,196	Valid
<b>Purchase Decision</b>	Y.1	0,835	0,196	Valid
	Y.2	0,832	0,196	Valid
	Y.3	0,877	0,196	Valid
	Y.4	0,824	0,196	Valid

Source : Data processed IBM SPSS ver 26 (2025)



From the table you can see the  $r_{hitung} > r_{tabel}$  Value  $r_{hitung}$  It is obtained from the calculation of  $df = 100-n$ ,  $100-2 = 98$  (0.196) which is obtained from *the Product Moment* table with a significance value of 5% (with a two-way test). Therefore, it can be concluded that the validity test in this study can be said to be valid and can be used for future tests.

### Reliability Test

A reliability test is performed to find out whether all statements in the questionnaire have good consistency. The test was carried out using Cronbach's Alpha, with the criteria that:

1. If the Alpha < 0.60, then the variable is unreliable.
2. If Alpha > 0.60, then the variable is reliable.

**Table of Results of Reality Test**

Variabel	Cronbach Alpha	Remarks
Product Quality ( $X_1$ )	0,792	Reliabel
Social Media Marketing ( $X_2$ )	0,831	Reliabel
Purchase Decision (Y)	0,827	Reliabel

**Source : Data processed IBM SPSS ver 26 (2025)**

From the table, it can be seen that *the value of Cronbach's Alpha* in this study is greater than 0.60, so that all instruments are declared reliable.

### F test

The f-test is used to determine whether the variables Product Quality ( $X_1$ ) and Social Media Marketing ( $X_2$ ) simultaneously affect the Purchase Decision (Y). The decision is made based on the significance value, where if the significance value is < 0.05, then the two independent variables have a simultaneous effect on the dependent variable. On the other hand, if the significance value > 0.05 then there is no simultaneous effect. The following are the results of the f-test in this study.

**Test Table f**

ANOVA <sup>a</sup>						
Model		Sum of Square	df	Mean Square	F	Sig,
1	Regression	346,494	2	173,247	119,808	,000b
	Residual	140,266	97	1,446		
	Total	486,760	99			

**Source : Data processed IBM SPSS ver 26 (2025)**

Based on the table, the significance value obtained is 0.00. This value is less than 0.05, so it can be concluded that simultaneously the variables of Product Quality and *Social Media Marketing* have a significant effect on Purchase Decisions. Thus, the two independent variables are jointly able to explain the variations that occur in the dependent variables.

### T test

The t-test is used to determine the influence of each partially independent variable on the dependent variable. The decision-making criteria are as follows:

1. If Sig < 0.05, then  $H_0$  is rejected and  $H_a$  is accepted, meaning that the independent variable has a significant effect on the dependent variable.
2. If the Sig > 0.05, then  $H_0$  is accepted and  $H_a$  is rejected, meaning that the independent variable has no significant effect on the dependent variable.

<b>Coefficients<sup>a</sup></b>						
<b>Model</b>		<b>Unstandardized</b>	<b>Coefficients</b>	<b>Standardized</b>	<b>T</b>	<b>Sig,</b>
		<b>B</b>	<b>Std Error</b>	<b>Beta</b>		
1	(Constanta)	2,662	,955		2,786	,006
	X1	,235	,062	,352	3,796	,000
	X2	,509	,089	,533	5,742	,000

**Source : Data processed IBM SPSS ver 26 (2025)**

From the table, it can be seen that the significance value of each variable is less than 0.05 which means the following

1. Product Quality Variables Affect Purchase Decisions
2. Social Media Marketing Variables Affect Purchase Decisions

### Analysis of the Return Line Berganda

Multiple linear regression analysis was used to determine the magnitude of the influence of independent variables, namely Product Quality ( $X_1$ ) and Social Media Marketing ( $X_2$ ), on the dependent variable, namely Purchase Decision ( $Y$ ). The multiple regression formula used is as follows:

$$= \alpha + b_1X_1 + b_2X_2 + e$$

The following are the results of the multiple analysis test

<b>Coefficients<sup>a</sup></b>						
<b>Model</b>		<b>Unstandardized</b>	<b>Coefficients</b>	<b>Standardized</b>	<b>T</b>	<b>Sig,</b>
		<b>B</b>	<b>Std Error</b>	<b>Beta</b>		
1	(Constanta)	2,662	,955		2,786	,006
	X1	,235	,062	,352	3,796	,000
	X2	,509	,089	,533	5,742	,000

**Source : Data processed IBM SPSS ver 26 (2025)**

$$Y = 2,662 + 0,235X_1 + 0,509X_2 + e$$

1. If Product Quality ( $X_1$ ) and Social Media Marketing ( $X_2$ ) are values 0, then the base value of the Purchase Decision ( $Y$ ) is 2.662.
2. A coefficient of 0.235 on the Product Quality variable indicates that every one unit increase in product quality will increase the Purchase Decision by 0.235, assuming the other variables are constant.
3. The coefficient of 0.509 in the Social Media Marketing variable indicates that every one unit increase in marketing activities through social media will increase the Purchase Decision by 0.509, assuming the other variables remain the same..

### Coefficient Determination Test

The determination coefficient test (*R Square*) is used to find out how much influence the free variable has in explaining the variation of the bound variable. The value of R Square indicates the proportion of the variability of the bound variable that can be explained by the regression model. The greater the value of the R Square, the stronger the ability of the free variable to explain the bound variable. The following are the results of the determination coefficient test:



**Determination Coefficient Test Table**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,844a	,712	,706	2,289

Source : Data processed IBM SPSS ver 26 (2025)

Based on the table of the results of the determination coefficient test, *the R Square* value is 0.712. This means that 71.2% of the variation in the Purchase Decision variable can be explained by the Product Quality and *Social Media Marketing* variables. The rest, which is 28.8%, was influenced by other factors outside the research model.

**Discussion**

**Product quality and *Social Media Marketing* simultaneously affect the purchase decision of *Glad2Glow* Moisturizer.**

Based on the results of the F test, a significance value of  $0.000 < 0.05$  was obtained, which shows that Product Quality and Social Media Marketing simultaneously have a significant effect on the Glad2Glow Moisturizer Purchase Decision. Thus, the hypothesis is accepted, which means that the two independent variables are together capable of explaining variations in purchasing decisions.

The results of this study are in line with (Haribowo et al., 2022) and (Cahyaningrum and Saragih, 2025) which state that good product quality, supported by effective Social Media Marketing activities, has a significant effect on purchasing decisions. The combination of the two is able to form a positive perception and encourage consumers to make purchases.

Based on the results of the questionnaire, the highest indicator was found in the statement "I will make Glad2Glow a product that is repurchased because it suits my skincare needs", which indicates the intention to buy again. Meanwhile, the lowest indicator is found in the statement "I recommend positive experiences using Glad2Glow to others", which indicates that consumers are not fully motivated to recommend the product to others.

**Product quality has a partial effect on the purchase decision of *Glad2Glow* Moisturizer**

The results of the study show that Product Quality has a significant effect on Purchase Decisions, as evidenced by the significance value of the t-test of  $0.00 < 0.05$ , so that H2 is accepted. These findings are in line with the Theory of Planned Behavior (Ajzen) which states that positive perceptions of product quality shape consumer attitudes that encourage purchases.

These results support research (Rolando et al., 2024) and (Yoga and Putra, 2025) which concludes that product quality has a significant effect on purchasing decisions. Good product quality, such as tangible benefits, durability, and suitability to needs, is able to increase consumer trust and satisfaction, thereby strengthening confidence to buy. Based on the results of the questionnaire, the highest indicator is found in the statement "Glad2Glow moisturizer contains ingredients that are beneficial for skin health", which shows that the benefits of the ingredients are the main factor in the purchase decision. Meanwhile, the lowest indicator is found in the statement "Glad2Glow moisturizer has a packaging design that reflects the quality of the product", which indicates that consumers prioritize product benefits over packaging design.

**Social Media Marketing has a partial effect on the purchase decision of *Glad2Glow* Moisturizer.**

The results of the study showed that Social Media Marketing had a partial effect on the Glad2Glow Moisturizer Purchase Decision, as evidenced by the significance value of the t-test of  $0.00 < 0.05$ , so that H1 was accepted. These findings are in line with the Theory of Planned Behavior (Ajzen) which states that positive perceptions of the social environment

and digital promotion can encourage the formation of consumer attitudes and buying intentions.

The results of this study support research (Prayogo, 2022) and (Rizky et al., 2023) which states that Social Media Marketing has a significant effect on purchasing decisions. Marketing activities through social media, such as promotion, interaction, and delivery of product information, have been proven to be able to form positive perceptions and encourage consumers to make purchases. Based on the results of the questionnaire, the indicator with the highest score was "Glad2Glow has a loyal community to support each other", which shows that the strength of the community is the most appreciated aspect by consumers. Meanwhile, the lowest indicator is "Glad2Glow's TikTok content shows the benefits of the product in an interesting and interactive way", which indicates the need to improve the quality of the content to make the product message more effective.

## **E. CONCLUSION AND SUGGESTIONS**

### **Conclusion**

Based on the results of the research and discussions that have been carried out, the following conclusions can be reached:

1. Product quality and social media marketing in the TikTok application affect purchase decisions (study on Glad2Glow Moisturizer users).
2. Product quality has a partial effect on purchase decisions (study on Glad2Glow Moisturizer users).
3. Social Media Marketing on the TikTok application has a partial effect on purchase decisions (a study on Glad2Glow Moisturizer users).

### **Suggestions**

Based on the results of the research that has been carried out, the suggestions given in this study are as follows:

1. The results of this research are expected to be input for companies in formulating strategies to improve product quality and social media marketing. The findings show that packaging design, TikTok content, and consumers' willingness to recommend products still receive the lowest ratings. Therefore, companies are advised to innovate packaging, increase creativity and social media content interaction, and strengthen consumer experience to encourage loyalty and positive recommendations.
2. This research is expected to be a reference for future researchers in the development of marketing management science, especially as an empirical basis to enrich theories, develop research variables, and encourage the birth of follow-up studies related to marketing strategies and consumer behavior.

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