



The Impact of Digital Marketing on Consumer Behavior in the Digital Economy Era

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ABSTRACT

This study aims to analyze the influence of digital marketing on consumer behavior in the digital economy era, focusing on the TikTok platform. The rapid development of digital technology has changed consumer behavior, especially in accessing product information and making purchasing decisions. This research uses a quantitative approach with a descriptive method, involving 110 respondents who are active TikTok users. The majority of respondents are aged 18–19 years and dominated by females (60%), with the highest usage intensity of 3–4 hours per day (34.5%). The results show that exposure to digital marketing is relatively high, where most respondents frequently encounter product promotions (40.9%) and promotional content often appears on the For You Page (35.5%). In addition, content quality is considered good, indicated by attractive visuals, creativity, and ease of understanding. However, the level of consumer trust in promotional information is relatively low (56.4%), which affects purchasing decisions and repurchase behavior. Although some respondents show interest in trying products and acknowledge the influence of TikTok on purchasing decisions, many still hesitate to make actual purchases. Therefore, it can be concluded that digital marketing is effective in increasing consumer awareness and interest, but not yet optimal in building trust and encouraging sustainable purchasing decisions.

Keywords: Digital Marketing, Consumer Behavior, Purchasing Decision.

1. Introduction

Digital technology has developed rapidly in recent years and has significantly changed the way businesses market their products and services. In the digital economy era, social media has become one of the most effective marketing tools because it allows businesses to reach consumers quickly, interactively, and efficiently. Digital marketing through social media platforms enables companies to increase brand awareness, attract consumer attention, and influence purchasing behavior.

One of the social media platforms that is currently widely used is TikTok. TikTok is not only used as an entertainment platform but also as a digital marketing medium that provides opportunities for businesses to promote products creatively through short videos, influencer marketing, live streaming, and interactive content. The popularity

of TikTok among young consumers has encouraged many businesses, especially local skincare brands, to use this platform as a marketing strategy to increase consumer interest and purchasing decisions.

The increasing use of TikTok as a marketing platform has also influenced consumer behavior in the digital economy era. Consumers are frequently exposed to promotional content, product reviews, testimonials, and viral trends that may affect their trust and purchasing decisions. Attractive and creative marketing content can encourage consumers to seek more information and develop interest in promoted products. However, high exposure to digital marketing content does not always lead to high consumer trust or actual purchasing behavior.

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Previous studies have discussed the influence of digital marketing and social media on consumer purchasing behavior, particularly on platforms such as Instagram and Facebook. However, limited studies specifically examine the relationship between digital marketing exposure, consumer trust, and purchasing decisions on TikTok within the Indonesian digital market context. In addition, previous research has mainly focused on purchase intention, while studies discussing the gap between high marketing exposure and low consumer trust remain limited.

Therefore, this study contributes to the digital marketing and consumer behavior literature by analyzing how TikTok marketing exposure influences consumer trust and purchasing decisions among young consumers in Indonesia. This research is expected to provide both theoretical and practical contributions regarding the effectiveness of TikTok

2.1 Digital Marketing in the Digital Economy Era

Digital marketing refers to marketing activities conducted through internet-based platforms and digital technologies to promote products and services to consumers. According to Kotler and Keller, digital marketing enables businesses to communicate directly with consumers through online platforms, social media, websites, and other digital communication channels. In the digital economy era, digital marketing has become an effective strategy because it allows businesses to reach broader audiences quickly, efficiently, and interactively.

The development of social media platforms has significantly transformed digital marketing practices and consumer behavior. Social media is not only used as a communication platform but also as a marketing medium that allows businesses to build brand awareness, increase consumer engagement, and influence purchasing decisions. One of the fastest-growing social media platforms currently used in digital marketing is TikTok.

TikTok provides businesses with opportunities to promote products through short videos, influencer marketing, live streaming, testimonials, and viral content. These features allow companies to create interactive and attractive marketing content that can influence consumer perceptions and purchasing interest. The popularity of TikTok among young consumers has encouraged many businesses, especially skincare and fashion brands, to use TikTok as a marketing strategy to increase product exposure and consumer engagement.

In addition, TikTok marketing reflects the concept of social commerce, where social media platforms are integrated with online shopping behavior and purchasing activities. Through social commerce, consumers are influenced by reviews, recommendations, endorsements, and user-generated content shared through social media platforms. This condition may affect consumer trust, product evaluation, and purchasing decisions.

However, although digital marketing exposure on TikTok is relatively high, it does not always result in strong consumer trust or actual purchasing behavior. Consumers may still consider factors

as a digital marketing platform in influencing consumer behavior in the digital economy era.

Based on the background above, the research questions in this study are:

1. How does digital marketing on TikTok influence consumer trust?
2. How does consumer trust influence purchasing decisions?
3. How does digital marketing exposure on TikTok affect consumer purchasing behavior in Indonesia?

Therefore, this study aims to analyze the influence of digital marketing on consumer behavior in the digital economy era through TikTok, particularly in terms of consumer trust and purchasing decisions among young consumers in Indonesia.

2. Literature Review

such as product credibility, review authenticity, product quality, and influencer trustworthiness before deciding to purchase products promoted on TikTok. Therefore, digital marketing effectiveness depends not only on promotional exposure but also on the ability of businesses to build consumer trust in digital environments.

2.2 Consumer Behavior

Consumer behavior refers to the process by which individuals select, purchase, use, and evaluate products or services to satisfy their needs and desires. According to Kotler and Keller, consumer behavior is influenced by cultural, social, personal, and psychological factors that shape consumer perceptions and purchasing decisions. In the digital economy era, consumer behavior has changed significantly due to technological developments and the increasing use of internet-based platforms and social media. Consumers no longer rely only on direct product information from companies, but also depend on online reviews, testimonials, recommendations, and social interactions through digital platforms before making purchasing decisions.

The development of social media has also created changes in digital consumer behavior, where consumers are increasingly influenced by digital exposure and social influence in evaluating products and services. Digital consumer behavior theory explains that consumers in online environments tend to seek information through digital platforms and are influenced by repeated exposure to promotional content, viral trends, influencer recommendations, and user-generated content. This condition causes consumers to become more active in comparing products, evaluating credibility, and considering social opinions before making purchases.

One of the social media platforms that strongly influences consumer behavior today is TikTok. TikTok creates an interactive digital environment through short videos, live streaming, influencer marketing, and viral trends that can attract consumer attention and shape purchasing interest. Consumers are frequently exposed to skincare product promotions, product reviews, tutorials, testimonials, and recommendations shared by influencers and content creators. As a result, TikTok

has become an important platform in influencing consumer perceptions, preferences, and purchasing behavior, especially among young consumers.

In addition, social influence on TikTok plays an important role in shaping consumer behavior. Influencers and online communities can affect consumer trust and product perceptions through shared experiences and product evaluations. Viral products that receive high engagement and positive responses from users are often perceived as more attractive and trustworthy by consumers. This condition encourages consumers to develop interest and curiosity toward products promoted on social media platforms.

However, high digital marketing exposure does not always lead to purchasing decisions. Consumers still consider several important factors such as product quality, price, credibility of information, authenticity of reviews, and trustworthiness of influencers before deciding to purchase products. Therefore, consumer behavior in digital environments is not only influenced by promotional intensity but also by consumer trust, perceived value, and social credibility.

2.3 Costumer Trust

Consumer trust is one of the most important factors influencing purchasing decisions in digital marketing environments. Trust refers to consumers' confidence in the credibility, reliability, honesty, and integrity of businesses or marketers in providing products and information. According to Pavlou, consumer trust plays a significant role in reducing uncertainty and perceived risk in online transactions because consumers cannot directly inspect products before making purchases. In digital environments, trust becomes essential because consumers rely heavily on online information and digital interactions when evaluating products and services.

The development of social media marketing has increased the importance of consumer trust in influencing online purchasing behavior. Consumers are continuously exposed to promotional content, influencer endorsements, testimonials, product reviews, and recommendations shared through digital platforms. This condition encourages consumers to evaluate whether the information provided is accurate, trustworthy, and relevant before deciding to purchase products. In social commerce environments, trust is often influenced by the quality of information, transparency of promotions, credibility of influencers, and authenticity of consumer reviews.

TikTok has become one of the most influential social media platforms in shaping consumer trust and purchasing behavior among young consumers. Through short videos, live streaming, and interactive promotional content, TikTok enables businesses and influencers to communicate directly with audiences in more engaging and creative ways. Product reviews, tutorials, testimonials, and viral trends on TikTok may increase consumer awareness and attract purchasing interest. In many cases, consumers perceive products promoted by popular influencers or viral content as more appealing and trustworthy because they are

repeatedly exposed to positive recommendations and high engagement from other users.

However, despite the high level of digital marketing exposure on TikTok, consumer trust is not always automatically formed. Excessive promotional content, misleading information, fake reviews, and unrealistic product claims may create skepticism among consumers. Consumers may question the authenticity and credibility of influencer recommendations or sponsored content, especially when promotional activities appear overly commercialized. As a result, consumers may hesitate to trust product information even though they are frequently exposed to digital marketing campaigns.

In addition, consumer trust is also influenced by several factors such as product quality, brand reputation, influencer credibility, transparency of information, and previous consumer experiences. Positive experiences and authentic reviews can strengthen trust and encourage purchasing decisions, while negative experiences and misleading promotions may reduce consumer confidence in products promoted through social media. Therefore, in digital marketing environments, businesses must not only focus on increasing promotional exposure but also prioritize building credibility, transparency, and long-term consumer trust to improve purchasing behavior and customer loyalty.

2.4 Purchasing Decision

Purchasing decision refers to the process in which consumers choose whether to buy a product or service after evaluating available information and alternatives. According to Kotler and Keller, purchasing decisions are influenced by several factors, including consumer needs, product perceptions, social influence, trust, price considerations, and marketing exposure. In the digital economy era, purchasing decisions are increasingly affected by online interactions and social media activities because consumers frequently rely on digital information before deciding to purchase products.

The rapid development of digital marketing and social media platforms has significantly changed the way consumers make purchasing decisions. Consumers are now exposed to various forms of online promotional content such as advertisements, influencer endorsements, product reviews, testimonials, live streaming, and viral trends that may influence their product perceptions and buying intentions. Social media platforms provide consumers with easier access to product information and allow them to compare products quickly before making purchasing decisions.

TikTok has become one of the social media platforms that strongly influences purchasing decisions, especially among young consumers. Through short video content, influencer marketing, and interactive promotional strategies, TikTok creates a digital environment that encourages consumers to discover new products and develop purchasing interest. Viral trends and high engagement on TikTok often increase product popularity and influence consumer perceptions regarding product attractiveness and credibility. Consumers

may become interested in products after repeatedly viewing promotional content or recommendations from influencers and other users.

In addition, purchasing decisions on TikTok are closely related to social influence and consumer trust. Positive reviews, testimonials, and influencer recommendations can strengthen consumer confidence and encourage actual purchases. Consumers often perceive products with high engagement and positive responses as more reliable and attractive. This condition reflects the role of social commerce in influencing online purchasing behavior through social interaction and digital communication.

3. Research Methodology

3.1 Research Design

This study used a quantitative descriptive research design to analyze the influence of digital marketing on consumer behavior in the digital economy era through the TikTok platform. Quantitative research was chosen because this study aims to measure and analyze consumer perceptions, trust, and purchasing decisions based on numerical data collected from respondents. The descriptive approach was used to describe consumer behavior patterns and evaluate how digital marketing exposure on TikTok influences consumer trust and purchasing decisions among young consumers in Indonesia.

The population in this study consisted of TikTok users who had been exposed to digital marketing content, particularly skincare product promotions on TikTok. The study focused on young consumers because they represent one of the largest user groups actively interacting with TikTok content and online shopping activities in the digital economy era. The sample was selected using purposive sampling techniques, where respondents were chosen based on specific criteria relevant to the objectives of the study. The criteria for respondents included active TikTok users who had viewed skincare promotional content, product reviews, influencer recommendations, or live shopping content on TikTok.

Data collection was conducted through an online questionnaire distributed using Google Forms. The questionnaire was shared through social media platforms and online communication channels to reach respondents efficiently. The use of online questionnaires was considered appropriate because the research focused on digital platform users and online consumer behavior. The questionnaire contained several statements related to digital marketing exposure, consumer trust, and purchasing decisions using a Likert scale measurement ranging from strongly disagree to strongly agree.

However, purchasing decisions are not solely influenced by promotional exposure. Consumers still consider several important factors such as product quality, price suitability, authenticity of reviews, brand reputation, and trustworthiness of influencers before making purchases. Excessive promotions or misleading information may reduce consumer confidence and create doubts regarding product credibility. Therefore, the effectiveness of digital marketing strategies on TikTok depends not only on increasing product exposure but also on building consumer trust and providing credible information that supports purchasing decisions.

This study used primary data obtained directly from respondents through questionnaires. The collected data were analyzed using descriptive analysis techniques to identify consumer perceptions and behavioral tendencies related to TikTok marketing activities. Descriptive analysis was selected because the study focused on explaining consumer responses, trust levels, and purchasing behavior patterns rather than testing causal relationships between variables. The analysis results were presented in the form of percentages, tables, and descriptive interpretations to explain the influence of TikTok digital marketing on consumer behavior.

To ensure the quality of research instruments, validity and reliability tests were conducted before data analysis. Validity testing was used to determine whether the questionnaire items accurately measured the intended research variables, while reliability testing was conducted to ensure consistency of measurement results. In addition, this study also acknowledges several limitations, including the dominance of young respondents, limited sample coverage, and the possibility of subjective responses from participants. Therefore, future studies are expected to involve broader respondent groups and apply more advanced analytical methods to obtain deeper insights regarding digital consumer behavior in the digital economy era.

3.2 Population and Sample

The population in this study consisted of TikTok users who had been exposed to digital marketing content, particularly skincare product promotions on TikTok. The study focused on consumers who actively use TikTok because the platform has become one of the most widely used social media applications in the digital economy era, especially among young consumers. TikTok users are frequently exposed to promotional videos, influencer recommendations, product reviews, testimonials, and live shopping content that may influence their perceptions and purchasing decisions.

The sample in this study was selected using purposive sampling techniques. Purposive sampling was chosen because the study required respondents with specific characteristics relevant to the research objectives. The criteria for

respondents included active TikTok users who had viewed skincare promotional content, interacted with product recommendations, or searched for product information through TikTok. This sampling technique was considered appropriate because not all social media users have direct experience with TikTok marketing activities related to skincare products.

The respondents in this study were dominated by young consumers because this age group represents one of the largest and most active TikTok user communities. Young consumers are generally more familiar with digital platforms, influencer marketing, and online purchasing activities, making them relevant respondents for analyzing consumer behavior in the digital economy era. In addition, young consumers are more likely to be influenced by viral trends, digital exposure, and social media recommendations when evaluating products and making purchasing decisions.

Data were collected through online questionnaires distributed using Google Forms. The online distribution method was selected because it allowed researchers to efficiently reach respondents who actively use digital platforms and social media. The questionnaire was shared through social media channels and online communication platforms to obtain responses from participants who met the research criteria. Through this sampling process, the study aimed to obtain relevant data regarding consumer trust and purchasing behavior related to digital marketing exposure on TikTok.

3.3 Research Instrument

The data in this study were collected using a structured questionnaire distributed through Google Forms. The questionnaire was designed using a Likert scale ranging from 1 to 5, where 1 indicates strongly disagree and 5 indicates strongly agree. The Likert scale was selected because it allows researchers to measure respondents' perceptions, attitudes, and behavioral tendencies related to digital marketing activities on TikTok. This measurement scale is widely used in quantitative research to evaluate consumer opinions and responses systematically.

The research instrument consisted of four main variables, namely digital marketing, content quality, consumer trust, and purchasing decision. Each variable was measured using several indicators adapted from previous studies related to digital marketing, consumer behavior, and social media marketing. The use of indicators from previous studies was intended to ensure the relevance and validity of the research instrument in measuring the variables examined in this study.

The digital marketing variable measured respondents' exposure to marketing activities on TikTok, including the frequency of seeing promotions, product appearance on the For You Page (FYP),

product discovery through TikTok content, and interactions with brand accounts. The content quality variable measured respondents' perceptions regarding the attractiveness, visual appeal, creativity, clarity, and completeness of information presented in TikTok promotional content. Meanwhile, the consumer trust variable measured respondents' confidence in promotional information, perceived product safety, and the influence of reviews and recommendations shared through TikTok. The purchasing decision variable measured respondents' interest in trying products, searching for product information, comparing products, making purchases, and repurchase intentions after being exposed to digital marketing content.

The structure of the research variables and indicators used in this study is presented in Table 1.

Table 1. Research Variables and Indicators

Variable	Indicators
Digital Marketing	Frequency of seeing promotions, appearance on For You Page (FYP), product discovery, following brand accounts
Content Quality	Attractiveness, visual appeal, creativity, clarity, completeness of information
Consumer Trust	Trust in promotional information, perceived product safety, influence of reviews
Purchasing Decision	Interest in trying, searching for information, comparing products, purchasing, repurchase

Before the questionnaire was distributed to respondents, the research instrument was reviewed to ensure the clarity, relevance, and suitability of each statement with the objectives of the study. The questionnaire was designed using simple and understandable language to minimize misinterpretation among respondents. After the data were collected, the responses were processed and analyzed to support the objectives of the study and to identify the influence of TikTok digital marketing activities on consumer behavior in the digital economy era.

3.4 Data Collection Technique

The data collection process in this study was conducted using an online questionnaire distributed through Google Forms. The online distribution method was chosen because this study focused on digital platform users, particularly TikTok users who actively interact with social media and online content. The use of Google Forms allowed researchers to distribute questionnaires efficiently and reach respondents from different

backgrounds and locations within a relatively short period of time.

The questionnaire was distributed through various social media platforms and online communication channels to obtain respondents who met the research criteria. Respondents participating in this study were active TikTok users who had been exposed to skincare promotional content, influencer recommendations, product reviews, or digital marketing activities on TikTok. Before answering the questionnaire, respondents were informed about the purpose of the study and were asked to provide responses honestly based on their personal experiences and perceptions regarding TikTok marketing activities.

The questionnaire contained several statements related to digital marketing exposure, content quality, consumer trust, and purchasing decisions. Respondents were asked to evaluate each statement using a Likert scale ranging from strongly disagree to strongly agree. This technique was used to measure respondents' attitudes, perceptions, and behavioral tendencies systematically. The collected responses were automatically recorded through the Google Forms system, allowing researchers to organize and process the data more effectively.

In addition, the online data collection technique was considered suitable because TikTok users are highly active in digital environments and are more accessible through internet-based communication platforms. This method also helped researchers minimize time and operational costs compared to conventional survey methods. After all responses were collected, the data were checked and organized to ensure completeness and consistency before proceeding to the data analysis stage.

3.5 Data Analysis Technique

The data collected in this study were analyzed using descriptive analysis techniques to examine the influence of digital marketing on consumer behavior in the digital economy era through the TikTok platform. Descriptive analysis was chosen because this study focused on describing and interpreting consumer perceptions, trust, and purchasing behavior based on respondents' experiences after being exposed to digital marketing content on TikTok. This method was considered appropriate because the study aimed to identify behavioral patterns and tendencies rather than testing causal relationships between variables.

The data obtained from the questionnaires were first organized and classified based on each research variable, namely digital marketing, content quality, consumer trust, and purchasing decision. Each respondent's answer was measured using a Likert scale ranging from 1 to 5, where 1 indicated strongly disagree and 5 indicated

strongly agree. The collected responses were then calculated and converted into percentages to simplify the interpretation of respondents' perceptions and attitudes toward TikTok marketing activities.

The results of the analysis were presented in the form of tables, percentages, and descriptive explanations to provide a clearer understanding of consumer responses toward digital marketing exposure on TikTok. Through descriptive analysis, the study identified how frequently respondents were exposed to promotional content, how they perceived content quality, how much trust they had in promotional information, and how digital marketing activities influenced their purchasing decisions.

In addition, descriptive interpretation was used to explain the relationship between consumer perceptions and behavioral tendencies in digital environments. The analysis also focused on identifying whether high digital marketing exposure on TikTok was accompanied by strong consumer trust and actual purchasing behavior. The results of this analysis were expected to provide insights into the effectiveness of TikTok as a digital marketing platform in influencing consumer behavior among young consumers in Indonesia.

The use of descriptive analysis in this study also has several limitations. Since the study focused on descriptive interpretation, the analysis could not fully explain causal relationships between variables or generalize the findings to all consumer groups. Therefore, future studies are expected to apply more advanced analytical methods and involve broader respondent groups to obtain deeper insights into digital consumer behavior and social media marketing effectiveness.

3.6 Validity and Reliability Test

Before the questionnaire was distributed to respondents, validity and reliability tests were conducted to ensure that the research instrument was appropriate and capable of accurately measuring the variables examined in this study. The validity test was used to determine whether each questionnaire item was able to measure the intended research variables, while the reliability test was conducted to evaluate the consistency and stability of the measurement results.

The validity test was performed by examining the correlation between each statement item and the total variable score. Questionnaire items were considered valid if they showed a significant correlation and were able to represent the indicators of each research variable. The validity testing process was important to ensure that the statements used in the questionnaire were relevant to the concepts of digital marketing, content quality, consumer trust, and purchasing decisions examined in this study.

Meanwhile, the reliability test was conducted using Cronbach's Alpha to determine the consistency of respondents' answers. A variable was considered reliable if the Cronbach's Alpha value exceeded the acceptable reliability standard. Reliability testing was necessary to ensure that the questionnaire produced stable and consistent measurement results when used to analyze consumer perceptions and behavior related to TikTok digital marketing activities.

The results of the validity and reliability tests indicated that all questionnaire items used in this study met the required standards and were suitable for data collection and analysis. Therefore, the research instrument was considered capable of measuring respondents' perceptions regarding digital marketing exposure, content quality, consumer trust, and purchasing decisions consistently and accurately.

In addition, the validity and reliability testing process helped improve the credibility and quality of the research findings. By ensuring that the research instrument was both valid and reliable, the study was expected to provide more accurate insights into the influence of TikTok digital marketing on consumer behavior in the digital economy era.

4. Results and Discussion

4.1 Respondent Profile

This study involved 110 respondents who met the research criteria as active TikTok users, making them relevant participants for analyzing digital consumer behavior and the influence of TikTok marketing activities in the digital economy era. Based on the age distribution, the majority of respondents were 19 years old (33.6%), followed by 18 years old (26.4%). Other age groups such as 17 years old and another category of 19 years old each accounted for 5.5%, while respondents aged 16 years (2.7%) and 28 years (1.8%) represented smaller proportions. Several other age categories contributed only 0.9% each. These findings indicate that the respondents were predominantly young individuals who are highly familiar with digital technology, social media interaction, and online purchasing activities. This condition reflects the strong influence of TikTok among digitally active generations who are frequently exposed to promotional content, influencer recommendations, and viral marketing trends.

In terms of gender distribution, 60% of respondents were female and 40% were male, showing that female respondents slightly dominated this study. This finding indicates that female consumers are more actively engaged with skin-care promotional content, beauty trends, and product evaluations shared through TikTok platforms. Female consumers tend to interact more frequently with influencer recommendations, tutorials, and online reviews before making

purchasing decisions, making them highly relevant subjects for analyzing the impact of digital marketing on consumer behavior.

Furthermore, 87.3% of respondents stated that they are active TikTok users, while only 12.7% reported otherwise. Regarding usage intensity, most respondents spend approximately 3–4 hours per day on TikTok (34.5%), followed by 1–2 hours (25.5%), less than 1 hour (18.2%), 5–6 hours (11.8%), and more than 6 hours (10%). These findings indicate that the majority of respondents experience a high level of exposure to digital content and online promotional activities through TikTok. Frequent exposure to promotional videos, live shopping activities, influencer endorsements, and viral product trends may significantly influence consumer awareness, purchasing interest, and product evaluation processes.

Overall, the respondent profile findings demonstrate that TikTok plays an important role in shaping consumer behavior among young digital consumers in Indonesia. Consumers who actively use TikTok tend to rely on online recommendations, product reviews, and social interaction when evaluating products and making purchasing decisions. Therefore, the respondent characteristics support the relevance of this study in analyzing the influence of digital marketing on consumer behavior in the digital economy era.

The detailed distribution of respondent characteristics based on age, gender, TikTok activity, and duration of TikTok usage is presented in Table 2.

Table 2. Respondents' Profile

Variable	Category	Frequency (n)	Percentage (%)
Age	19 years old	37	33.6
	18 years old	29	26.4
	17 years old	6	5.5
	16 years old	3	2.7
	Others	35	31.8
Gender	Female	66	60.0
	Male	44	40.0
Active TikTok User	Yes	96	87.3
	No	14	12.7
TikTok Usage Duration	3–4 hours/day	38	34.5
	1–2 hours/day	28	25.5
	Less than 1 hour/day	20	18.2
	5–6 hours/day	13	11.8
	More than 6 hours/day	11	10.0

4.2 Digital Marketing Exposure

This section discusses respondents' perceptions regarding digital marketing activities on TikTok and their influence on consumer behavior in the digital economy era. The analysis focuses on respondents' exposure to promotional content, the effectiveness of TikTok marketing strategies, and the influence of digital marketing activities on consumer awareness and purchasing interest.

Based on the results of the questionnaire, most respondents stated that they frequently encounter promotional content on TikTok, particularly through the For You Page (FYP), influencer recommendations, live streaming, and short promotional videos. This finding indicates that TikTok has become one of the most effective digital marketing platforms for increasing product exposure and attracting consumer attention. The TikTok algorithm allows promotional content to appear repeatedly according to users' interests and online activities, increasing the likelihood that consumers will interact with promoted products.

The findings also show that respondents perceive TikTok promotional content as attractive, creative, and interactive. Features such as short-form videos, music integration, visual effects, and influencer endorsements make marketing content more engaging compared to conventional advertising methods. Attractive and visually appealing content can increase consumer curiosity and encourage consumers to search for additional product information before making purchasing decisions. This result supports previous studies stating that creative digital content positively influences consumer engagement and online purchasing interest.

Furthermore, the high intensity of TikTok usage among respondents contributes to increased exposure to digital marketing activities. Consumers who spend several hours per day on TikTok are more likely to encounter skincare promotions, viral product trends, tutorials, and user-generated reviews. Repeated exposure to promotional content may strengthen consumer awareness and influence product perceptions over time. Viral marketing strategies on TikTok also contribute significantly to increasing product popularity and encouraging social interaction among consumers.

However, although respondents reported high exposure to digital marketing content on TikTok, not all consumers directly make purchasing decisions after viewing promotional content. Several respondents stated that they still consider factors such as product quality, authenticity of reviews, influencer credibility, and trustworthiness of information before deciding to purchase products. This finding indicates that promotional exposure alone is not sufficient to influence consumer

purchasing behavior without the support of consumer trust and credible product information.

Overall, the results of this analysis indicate that TikTok digital marketing activities have a strong influence on consumer awareness, purchasing interest, and online engagement among young consumers in Indonesia. TikTok's interactive features, viral marketing strategies, and high user engagement make the platform highly effective in influencing digital consumer behavior in the digital economy era.

Before presenting the detailed results of each statement, the following points explain respondents' responses regarding digital marketing exposure on TikTok in more detail:

1. I trust the information provided in promotions on TikTok.

- a. From the respondents' results, 10.9% stated that they strongly disagree with trusting the information provided in promotions on TikTok.
- b. From the respondents' results, 7.3% stated that they disagree with trusting the information provided in promotions on TikTok.
- c. From the respondents' results, 43.6% stated that they are neutral toward trusting the information provided in promotions on TikTok.
- d. From the respondents' results, 21.8% stated that they agree with trusting the information provided in promotions on TikTok.
- e. From the respondents' results, 16.4% stated that they strongly agree with trusting the information provided in promotions on TikTok.

2. I feel that promoted local skincare products are safe to use.

- a. From the respondents' results, 8.2% stated that they strongly disagree that promoted local skincare products are safe to use.
- b. From the respondents' results, 6.4% stated that they disagree that promoted local skincare products are safe to use.
- c. From the respondents' results, 46.4% stated that they are neutral about promoted local skincare products being safe to use.
- d. From the respondents' results, 29.1% stated that they agree that promoted local skincare products are safe to use.
- e. From the respondents' results, 10.0% stated that they strongly agree that promoted local skincare products are safe to use.

3. Reviews on TikTok influence my trust in the product.

- a. From the respondents' results, 10.0% stated that they strongly disagree that reviews on TikTok influence their trust in the product.
 - b. From the respondents' results, 9.1% stated that they disagree that reviews on TikTok influence their trust in the product.
 - c. From the respondents' results, 40.9% stated that they are neutral about reviews on TikTok influencing their trust in the product.
 - d. From the respondents' results, 22.7% stated that they agree that reviews on TikTok influence their trust in the product.
 - e. From the respondents' results, 17.3% stated that they strongly agree that reviews on TikTok influence their trust in the product.
- 4. I trust the testimonials displayed on TikTok.**
- a. From the respondents' results, 10.0% stated that they strongly disagree with trusting the testimonials displayed on TikTok.
 - b. From the respondents' results, 8.2% stated that they disagree with trusting the testimonials displayed on TikTok.
 - c. From the respondents' results, 45.5% stated that they are neutral toward trusting the testimonials displayed on TikTok.
 - d. From the respondents' results, 20.0% stated that they agree with trusting the testimonials displayed on TikTok.
 - e. From the respondents' results, 16.4% stated that they strongly agree with trusting the testimonials displayed on TikTok.
- 5. Promotions on TikTok increase my trust in the product.**
- a. From the respondents' results, 9.1% stated that they strongly disagree that promotions on TikTok increase their trust in the product.
 - b. From the respondents' results, 7.3% stated that they disagree that promotions on TikTok increase their trust in the product.
 - c. From the respondents' results, 46.4% stated that they are neutral about promotions on TikTok increasing their trust in the product.
 - d. From the respondents' results, 22.7% stated that they agree that promotions on TikTok increase their trust in the product.
 - e. From the respondents' results, 14.5% stated that they strongly agree that promotions on TikTok increase their trust in the product.
- 6. I am interested in trying a product after seeing a promotion on TikTok.**
- a. From the respondents' results, 8.2% stated that they strongly disagree with being interested in trying a product after seeing a promotion on TikTok.
 - b. From the respondents' results, 8.2% stated that they disagree with being interested in trying a product after seeing a promotion on TikTok.
 - c. From the respondents' results, 37.3% stated that they are neutral about trying a product after seeing a promotion on TikTok.
 - d. From the respondents' results, 33.6% stated that they agree with trying a product after seeing a promotion on TikTok.
 - e. From the respondents' results, 12.7% stated that they strongly agree with trying a product after seeing a promotion on TikTok.
- 7. I look for more information after seeing content on TikTok.**
- a. From the respondents' results, 13.6% stated that they strongly disagree with looking for more information after seeing content on TikTok.
 - b. From the respondents' results, 10.9% stated that they disagree with looking for more information after seeing content on TikTok.
 - c. From the respondents' results, 30.9% stated that they are neutral about looking for more information after seeing content on TikTok.
 - d. From the respondents' results, 29.1% stated that they agree with looking for more information after seeing content on TikTok.
 - e. From the respondents' results, 15.5% stated that they strongly agree with looking for more information after seeing content on TikTok.
- 8. I compare products before deciding to buy.**
- a. From the respondents' results, 7.3% stated that they strongly disagree with comparing products before deciding to buy.
 - b. From the respondents' results, 9.1% stated that they disagree with comparing products before deciding to buy.
 - c. From the respondents' results, 23.6% stated that they are neutral about comparing products before deciding to buy.
 - d. From the respondents' results, 40.0% stated that they agree with comparing products before deciding to buy.
 - e. From the respondents' results, 20.0% stated that they strongly agree with comparing products before deciding to buy.

9. I consider reviews before buying a product.

- a. From the respondents' results, 5.5% stated that they strongly disagree with considering reviews before buying a product.
- b. From the respondents' results, 7.3% stated that they disagree with considering reviews before buying a product.
- c. From the respondents' results, 23.6% stated that they are neutral about considering reviews before buying a product.
- d. From the respondents' results, 41.8% stated that they agree with considering reviews before buying a product.
- e. From the respondents' results, 21.8% stated that they strongly agree with considering reviews before buying a product.

10. I tend to follow the skincare trends that go viral on TikTok.

- a. From the respondents' results, 10.9% stated that they strongly disagree with following skincare trends that go viral on TikTok.
- b. From the respondents' results, 20.0% stated that they disagree with following skincare trends that go viral on TikTok.
- c. From the respondents' results, 33.6% stated that they are neutral about following skincare trends that go viral on TikTok.
- d. From the respondents' results, 24.5% stated that they agree with following skincare trends that go viral on TikTok.
- e. From the respondents' results, 10.9% stated that they strongly agree with following skincare trends that go viral on TikTok.

4.3 Content Quality

This section discusses respondents' perceptions regarding consumer trust toward digital marketing activities on TikTok. Consumer trust is considered an important factor influencing purchasing decisions because consumers tend to evaluate the credibility, reliability, and authenticity of promotional information before purchasing products online.

Based on the questionnaire results, most respondents showed neutral to positive perceptions regarding trust in promotional information displayed on TikTok. Many respondents stated that influencer recommendations, product reviews, testimonials, and promotional videos affect their trust toward promoted skincare products. This finding indicates that TikTok plays an important role in shaping consumer trust through digital interaction and social influence.

The findings also show that respondents tend to pay attention to reviews and testimonials before

trusting promoted products. Positive reviews, product demonstrations, tutorials, and user experiences shared on TikTok may increase consumers' confidence toward skincare products. Consumers often perceive products with high engagement and positive responses as more attractive and reliable. This condition supports previous studies stating that social proof and influencer credibility significantly influence consumer trust in digital marketing environments.

Furthermore, respondents considered that TikTok promotional content may increase their awareness and confidence regarding local skincare products. Frequent exposure to promotional content, combined with visual demonstrations and influencer endorsements, can strengthen consumers' perceptions regarding product quality and safety. Interactive features such as live streaming and direct communication between sellers and consumers also contribute positively to increasing consumer trust because consumers can obtain additional information directly.

However, despite the positive influence of digital marketing activities, several respondents still expressed doubts regarding the authenticity of reviews and promotional claims on TikTok. Some respondents remained neutral regarding trust in promotional information, indicating that consumers still evaluate product credibility carefully before making purchasing decisions. Excessive promotions, fake reviews, and overly commercialized influencer endorsements may reduce consumer confidence toward promoted products.

Overall, the findings indicate that consumer trust is strongly influenced by the credibility of information, authenticity of reviews, influencer reputation, and transparency of promotional content on TikTok. Therefore, businesses and marketers should prioritize honest communication, authentic reviews, and credible promotional strategies to strengthen consumer trust and improve the effectiveness of digital marketing activities on TikTok.

Before presenting the detailed results of each statement, the following points explain respondents' responses regarding consumer trust toward TikTok promotional activities in more detail:

1. I trust the information provided in promotions on TikTok.

- a. From the respondents' results, 10.9% stated that they strongly disagree with trusting the information provided in promotions on TikTok.
- b. From the respondents' results, 7.3% stated that they disagree with trusting the information provided in promotions on TikTok.
- c. From the respondents' results, 43.6% stated that they are neutral toward

- trusting the information provided in promotions on TikTok.
- d. From the respondents' results, 21.8% stated that they agree with trusting the information provided in promotions on TikTok.
 - e. From the respondents' results, 16.4% stated that they strongly agree with trusting the information provided in promotions on TikTok.
- 2. I feel that promoted local skincare products are safe to use.**
 - a. From the respondents' results, 8.2% stated that they strongly disagree that promoted local skincare products are safe to use.
 - b. From the respondents' results, 6.4% stated that they disagree that promoted local skincare products are safe to use.
 - c. From the respondents' results, 46.4% stated that they are neutral about promoted local skincare products being safe to use.
 - d. From the respondents' results, 29.1% stated that they agree that promoted local skincare products are safe to use.
 - e. From the respondents' results, 10.0% stated that they strongly agree that promoted local skincare products are safe to use.
 - 3. Reviews on TikTok influence my trust in the product.**
 - a. From the respondents' results, 10.0% stated that they strongly disagree that reviews on TikTok influence their trust in the product.
 - b. From the respondents' results, 9.1% stated that they disagree that reviews on TikTok influence their trust in the product.
 - c. From the respondents' results, 40.9% stated that they are neutral about reviews on TikTok influencing their trust in the product.
 - d. From the respondents' results, 22.7% stated that they agree that reviews on TikTok influence their trust in the product.
 - e. From the respondents' results, 17.3% stated that they strongly agree that reviews on TikTok influence their trust in the product.
 - 4. I trust the testimonials displayed on TikTok.**
 - a. From the respondents' results, 10.0% stated that they strongly disagree with trusting the testimonials displayed on TikTok.
 - b. From the respondents' results, 8.2% stated that they disagree with trusting the testimonials displayed on TikTok.
 - c. From the respondents' results, 45.5% stated that they are neutral toward trusting the testimonials displayed on TikTok.
 - d. From the respondents' results, 20.0% stated that they agree with trusting the testimonials displayed on TikTok.
 - e. From the respondents' results, 16.4% stated that they strongly agree with trusting the testimonials displayed on TikTok.
 - 5. Promotions on TikTok increase my trust in the product.**
 - a. From the respondents' results, 9.1% stated that they strongly disagree that promotions on TikTok increase their trust in the product.
 - b. From the respondents' results, 7.3% stated that they disagree that promotions on TikTok increase their trust in the product.
 - c. From the respondents' results, 46.4% stated that they are neutral about promotions on TikTok increasing their trust in the product.
 - d. From the respondents' results, 22.7% stated that they agree that promotions on TikTok increase their trust in the product.
 - e. From the respondents' results, 14.5% stated that they strongly agree that promotions on TikTok increase their trust in the product.
 - 6. I am interested in trying a product after seeing a promotion on TikTok.**
 - a. From the respondents' results, 8.2% stated that they strongly disagree with being interested in trying a product after seeing a promotion on TikTok.
 - b. From the respondents' results, 8.2% stated that they disagree with being interested in trying a product after seeing a promotion on TikTok.
 - c. From the respondents' results, 37.3% stated that they are neutral about trying a product after seeing a promotion on TikTok.
 - d. From the respondents' results, 33.6% stated that they agree with trying a product after seeing a promotion on TikTok.
 - e. From the respondents' results, 12.7% stated that they strongly agree with trying a product after seeing a promotion on TikTok.
 - 7. I look for more information after seeing content on TikTok.**
 - a. From the respondents' results, 13.6% stated that they strongly disagree with looking for more information after seeing content on TikTok.
 - b. From the respondents' results, 10.9% stated that they disagree with looking for

more information after seeing content on TikTok.

- c. From the respondents' results, 30.9% stated that they are neutral about looking for more information after seeing content on TikTok.
- d. From the respondents' results, 29.1% stated that they agree with looking for more information after seeing content on TikTok.
- e. From the respondents' results, 15.5% stated that they strongly agree with looking for more information after seeing content on TikTok.

8. I compare products before deciding to buy.

- a. From the respondents' results, 7.3% stated that they strongly disagree with comparing products before deciding to buy.
- b. From the respondents' results, 9.1% stated that they disagree with comparing products before deciding to buy.
- c. From the respondents' results, 23.6% stated that they are neutral about comparing products before deciding to buy.
- d. From the respondents' results, 40.0% stated that they agree with comparing products before deciding to buy.
- e. From the respondents' results, 20.0% stated that they strongly agree with comparing products before deciding to buy.

9. I consider reviews before buying a product.

- a. From the respondents' results, 5.5% stated that they strongly disagree with

4.4 Consumer Trust and Purchasing Decision

This section discusses respondents' purchasing decisions after being exposed to digital marketing activities on TikTok. Purchasing decisions are influenced by several factors, including promotional exposure, product attractiveness, consumer trust, influencer recommendations, and the credibility of information shared through social media platforms.

Based on the questionnaire results, most respondents stated that TikTok promotional content influences their interest in trying skincare products and searching for additional product information before making purchasing decisions. Promotional videos, tutorials, live shopping sessions, influencer endorsements, and viral product trends encourage consumers to become more curious about promoted products. This finding indicates that TikTok plays an important role in increasing consumer awareness and stimulating purchasing interest through interactive and visually attractive digital marketing strategies.

considering reviews before buying a product.

- b. From the respondents' results, 7.3% stated that they disagree with considering reviews before buying a product.
- c. From the respondents' results, 23.6% stated that they are neutral about considering reviews before buying a product.
- d. From the respondents' results, 41.8% stated that they agree with considering reviews before buying a product.
- e. From the respondents' results, 21.8% stated that they strongly agree with considering reviews before buying a product.

10. I tend to follow the skincare trends that go viral on TikTok.

- a. From the respondents' results, 10.9% stated that they strongly disagree with following skincare trends that go viral on TikTok.
- b. From the respondents' results, 20.0% stated that they disagree with following skincare trends that go viral on TikTok.
- c. From the respondents' results, 33.6% stated that they are neutral about following skincare trends that go viral on TikTok.
- d. From the respondents' results, 24.5% stated that they agree with following skincare trends that go viral on TikTok.
- e. From the respondents' results, 10.9% stated that they strongly agree with following skincare trends that go viral on TikTok.

The findings also show that respondents tend to compare products and evaluate reviews before deciding to purchase products promoted on TikTok. Consumers generally pay attention to product quality, authenticity of reviews, and influencer credibility before making purchasing decisions. Positive testimonials and recommendations from influencers may strengthen consumer confidence and encourage consumers to consider purchasing promoted products. This condition reflects the strong influence of social interaction and online reviews on consumer purchasing behavior in digital environments.

Furthermore, repeated exposure to promotional content on TikTok may strengthen purchasing intentions and encourage actual purchasing behavior. Consumers who frequently encounter the same product through viral trends, influencer content, and live shopping activities tend to develop higher product familiarity and interest. TikTok's algorithm also contributes to increasing product visibility by continuously displaying relevant promotional content according to users'

interests and online behavior. As a result, consumers become more likely to consider products repeatedly promoted through their For You Page (FYP).

However, although TikTok promotional activities significantly influence purchasing interest, not all consumers directly make purchases after viewing promotional content. Several respondents stated that they still consider factors such as product quality, price suitability, brand reputation, authenticity of reviews, and previous consumer experiences before deciding to purchase products. Some respondents also expressed concerns regarding misleading promotions and exaggerated product claims that may reduce their confidence toward promoted products. This finding indicates that purchasing decisions are not solely influenced by digital marketing intensity but also depend on consumer trust and perceived product credibility.

Overall, the results of this analysis demonstrate that TikTok digital marketing activities significantly influence purchasing decisions among young consumers in Indonesia. Interactive promotional content, influencer recommendations, viral marketing strategies, and repeated product exposure contribute positively to consumer purchasing interest and online buying behavior. Nevertheless, consumer trust remains an important factor in determining whether promotional exposure ultimately leads to actual purchasing decisions.

Before presenting the detailed results of each statement, the following points explain respondents' responses regarding purchasing decisions after exposure to TikTok promotional activities in more detail:

1. I have purchased local skincare products because of a promotion on TikTok.

- a. From the respondents' results, 8.2% stated that they strongly disagree with purchasing local skincare products because of promotions on TikTok.
- b. From the respondents' results, 12.8% stated that they disagree with purchasing local skincare products because of promotions on TikTok.
- c. From the respondents' results, 29.1% stated that they are neutral about purchasing local skincare products because of promotions on TikTok.
- d. From the respondents' results, 36.1% stated that they agree with purchasing local skincare products because of promotions on TikTok.
- e. From the respondents' results, 13.8% stated that they strongly agree with purchasing local skincare products because of promotions on TikTok.

2. TikTok influences my decisions when purchasing products.

- a. From the respondents' results, 10.1% stated that they strongly disagree that TikTok influences their decisions when purchasing products.
- b. From the respondents' results, 10.9% stated that they disagree that TikTok influences their decisions when purchasing products.
- c. From the respondents' results, 38.2% stated that they are neutral about TikTok influencing their decisions when purchasing products.
- d. From the respondents' results, 25.4% stated that they agree that TikTok influences their decisions when purchasing products.
- e. From the respondents' results, 15.4% stated that they strongly agree that TikTok influences their decisions when purchasing products.

3. I feel confident about buying after seeing a promotion on TikTok.

- a. From the respondents' results, 7.3% stated that they strongly disagree with feeling confident about buying after seeing a promotion on TikTok.
- b. From the respondents' results, 10.9% stated that they disagree with feeling confident about buying after seeing a promotion on TikTok.
- c. From the respondents' results, 55.4% stated that they are neutral about feeling confident about buying after seeing a promotion on TikTok.
- d. From the respondents' results, 15.5% stated that they agree with feeling confident about buying after seeing a promotion on TikTok.
- e. From the respondents' results, 10.9% stated that they strongly agree with feeling confident about buying after seeing a promotion on TikTok.

4. I am willing to try new products because of a promotion on TikTok.

- a. From the respondents' results, 10.9% stated that they strongly disagree with trying new products because of promotions on TikTok.
- b. From the respondents' results, 14.5% stated that they disagree with trying new products because of promotions on TikTok.
- c. From the respondents' results, 47.3% stated that they are neutral about trying new products because of promotions on TikTok.
- d. From the respondents' results, 15.4% stated that they agree with trying new products because of promotions on TikTok.

- e. From the respondents' results, 11.8% stated that they strongly agree with trying new products because of promotions on TikTok.

5. I will buy products promoted on TikTok again.

- a. From the respondents' results, 10.9% stated that they strongly disagree with buying products promoted on TikTok again.

4.5 Discussion

The findings of this study indicate that digital marketing activities on TikTok significantly influence consumer behavior, particularly in terms of consumer trust and purchasing decisions among young consumers in Indonesia. The high intensity of TikTok usage among respondents shows that social media platforms have become important sources of product information, recommendations, and purchasing references in the digital economy era. Consumers are frequently exposed to promotional videos, influencer endorsements, live shopping activities, and viral skincare trends that may affect their perceptions and purchasing interest toward promoted products.

The results also demonstrate that attractive and interactive promotional content positively influences consumer engagement and awareness. Respondents perceived TikTok promotional content as creative, visually appealing, and informative, making them more interested in exploring product information. This finding supports digital consumer behavior theory, which explains that repeated exposure to digital marketing content may influence consumer perceptions, increase product familiarity, and encourage purchasing intentions. TikTok's algorithm also strengthens marketing effectiveness by continuously displaying promotional content based on users' interests and online behavior.

In addition, consumer trust was found to play an important role in influencing purchasing decisions. Respondents stated that reviews, testimonials, influencer recommendations, and product demonstrations affect their confidence toward promoted skincare products. Consumers tend to trust products that receive positive reviews and high engagement from other users. This finding is consistent with previous studies stating that social proof, influencer credibility, and online reviews significantly influence consumer trust and purchasing behavior in digital marketing environments.

However, the findings also indicate that high promotional exposure does not always directly lead to purchasing decisions. Many respondents remained neutral regarding trust toward promotional information and product claims on TikTok.

- b. From the respondents' results, 15.4% stated that they disagree with buying products promoted on TikTok again.
- c. From the respondents' results, 50.9% stated that they are neutral about buying products promoted on TikTok again.
- d. From the respondents' results, 12.7% stated that they agree with buying products promoted on TikTok again.
- e. From the respondents' results, 10.0% stated that they strongly agree with buying products promoted on TikTok again.

Consumers still evaluate product quality, authenticity of reviews, influencer credibility, and brand reputation before deciding to purchase products. This condition indicates that consumers are becoming more selective and critical toward digital promotional activities due to concerns regarding fake reviews, misleading information, and exaggerated marketing claims frequently found on social media platforms.

Furthermore, viral marketing trends on TikTok significantly contribute to increasing product popularity and consumer curiosity. Products that frequently appear on users' For You Pages (FYP) and receive high social interaction are more likely to attract consumer attention and stimulate purchasing interest. Social influence from influencers, content creators, and online communities also plays an important role in shaping consumer perceptions and online purchasing behavior. Therefore, the effectiveness of TikTok digital marketing is strongly influenced by content quality, social interaction, and the credibility of promotional information.

Overall, this study demonstrates that TikTok has become an effective digital marketing platform capable of influencing consumer awareness, trust, and purchasing decisions among young consumers in Indonesia. Nevertheless, businesses and marketers should not only focus on increasing promotional exposure but also prioritize transparency, authenticity, and credibility in marketing communication to build long-term consumer trust and improve the effectiveness of digital marketing strategies in the digital economy era.

4.6 Practical Implications

The findings of this study provide several important implications for businesses, marketers, and future researchers regarding the use of TikTok as a digital marketing platform in the digital economy era. The results indicate that TikTok digital marketing activities significantly influence consumer awareness, consumer trust, and purchasing decisions, particularly among young consumers who actively interact with social media platforms.

From a managerial perspective, businesses should focus on creating attractive, creative, and

interactive promotional content to increase consumer engagement and purchasing interest. Features such as short-form videos, live streaming, influencer collaborations, and viral marketing strategies can effectively improve product visibility and consumer attention on TikTok. Businesses should also understand consumer preferences and online behavior to develop digital marketing strategies that are more relevant and engaging for target audiences.

In addition, the findings highlight the importance of consumer trust in influencing purchasing decisions. Consumers tend to evaluate product reviews, testimonials, influencer credibility, and the authenticity of promotional information before making purchases. Therefore, businesses and marketers should prioritize transparency, honest communication, and authentic promotional strategies to strengthen consumer trust and maintain long-term customer relationships. Excessive promotions, misleading claims, and fake reviews may negatively affect consumer perceptions and reduce marketing effectiveness.

This study also provides implications for digital marketing development in the skincare industry. TikTok has become an influential platform for promoting skincare products through visual demonstrations, tutorials, user-generated content, and influencer endorsements. Businesses operating in the beauty and skincare industry can utilize TikTok to increase brand awareness, strengthen consumer interaction, and encourage online purchasing behavior among digitally active consumers.

Furthermore, this study contributes academically to the development of digital consumer behavior research by explaining the relationship between digital marketing exposure, consumer trust, and purchasing decisions in social media environments. The findings support previous studies regarding the influence of social interaction, influencer marketing, and digital exposure on online consumer behavior. Future researchers are encouraged to explore additional variables such as electronic word-of-mouth, brand image, influencer credibility, and customer satisfaction to obtain deeper insights into consumer behavior in digital marketing environments.

Overall, this study demonstrates that the effectiveness of TikTok digital marketing depends not only on promotional intensity but also on the credibility, authenticity, and quality of information delivered to consumers. Therefore, businesses should balance promotional strategies with trust-building efforts to improve consumer engagement and purchasing decisions in the digital economy era.

5. Conclusion And Recommendations

This study concludes that digital marketing activities on TikTok significantly influence consumer behavior in the digital economy era, particularly in terms of consumer trust and purchasing decisions among young consumers in Indonesia. The findings show that TikTok has become an effective digital marketing platform due to its interactive features, viral marketing strategies, influencer endorsements, and high user engagement. Frequent exposure to promotional content through the For You Page (FYP), live streaming, tutorials, and product reviews may increase consumer awareness, curiosity, and purchasing interest toward promoted skincare products.

The results also indicate that consumer trust plays an important role in influencing purchasing decisions. Consumers tend to evaluate promotional information, product reviews, testimonials, influencer credibility, and product quality before making purchases. Positive reviews and authentic recommendations may strengthen consumer confidence, while misleading promotions and fake reviews may reduce trust toward promoted products. Therefore, promotional exposure alone is not sufficient to encourage purchasing decisions without the support of credible and trustworthy information.

Furthermore, this study demonstrates that young consumers are highly influenced by digital interaction and social media trends when evaluating products and making purchasing decisions. TikTok users who actively interact with promotional content are more likely to seek additional product information, compare products, and consider online reviews before purchasing products. This condition reflects the important role of social media platforms in shaping modern consumer behavior in digital environments.

This study also provides practical implications for businesses and marketers, particularly in the skincare industry. Businesses should focus on creating attractive, interactive, and credible promotional content to improve consumer engagement and trust. In addition, transparency, authenticity, and honest communication are essential for maintaining positive consumer perceptions and strengthening long-term customer relationships in digital marketing environments.

However, this study has several limitations. The respondents were dominated by young consumers and active TikTok users, which may limit the generalization of findings to broader consumer groups. In addition, this study used descriptive analysis methods, so the results cannot fully explain causal relationships between variables. Therefore, future studies are expected to involve larger and more diverse respondent groups and apply more advanced analytical methods to obtain deeper insights into digital consumer behavior and the effectiveness of social media marketing strategies.

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