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The Impact of TikTok Marketing Strategy on Purchase Intention Through Brand Image: A Case Study of N'Pure

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Abstract: The beauty industry in Indonesia has grown rapidly, driven by the increasing popularity of local skincare brands. One such brand, N'Pure, leverages TikTok to engage with consumers through interactive content, hashtags, live sessions, and campaigns. Social media marketing is now considered a highly effective approach to reach and influence consumer behavior. However, N'Pure faces challenges, including intense price competition from imported products and reduced consumer purchasing power, which leads to more selective buying decisions. This study investigates the influence of social media marketing on purchase intention, with brand image as a mediating variable. A quantitative, causal approach was employed using a sample of 400 respondents selected through purposive sampling. Data were collected via an online questionnaire and analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 4.0. Findings reveal that social media marketing has a positive and significant effect on purchase intention, both directly and indirectly through brand image. Social media marketing also significantly enhances brand image, and brand image itself has a positive impact on purchase intention. These results highlight the strategic role of TikTok-based marketing in shaping brand perception and driving consumer purchase behavior in the skincare industry.

Keywords: Social Media Marketing, Purchase Intention, Brand Image, N'Pure.

INTRODUCTION

The beauty industry in Indonesia has experienced a significant upward trend in recent years. According to Statista (2024), the market value of Indonesia's beauty and personal care industry is estimated to reach USD 9.17 billion in 2024 and is projected to grow to USD 10.89 billion by 2028. This growth is in line with rising consumer awareness of self-care, healthy lifestyles, and increasing preferences for safe, natural, and eco-friendly products (East Ventures, 2024). Amid intense competition in the market, local brands such as N'Pure have emerged by positioning themselves as halal-certified, environmentally conscious skincare products formulated with natural ingredients tailored to Indonesian consumers (Mita Oktaviani et al., 2025; Manopo, 2024; Prasetio & Zahira, 2021; Bahroni & Manggala, 2023).

To enhance competitiveness and market penetration, brands are increasingly utilizing social media as a strategic communication and promotional tool most notably through TikTok. With its adaptive algorithm, interactive short video format, live streaming features, and TikTok Shop integration, the platform allows for broad and direct engagement with audiences (Hartono, 2023; Puspitasari et al., 2024). According to We Are Social (2024), there are approximately 139 million active social media users in Indonesia, with TikTok ranking among the most popular platforms. In this context, social media marketing not only enables interaction between brands and consumers but also serves as a powerful medium to build strong brand perception and image (Alnaser et al., 2024).

Social media marketing is defined as the use of social platforms to create, communicate, and deliver brand value to consumers (Kotler & Keller, 2021). It encompasses activities such as engaging content creation, influencer collaborations, and interactive hashtag campaigns. From a consumer behavior perspective, such marketing efforts can significantly influence purchase intention, which refers to a consumer's likelihood to purchase a product based on their evaluations and perceptions (Vidyanata, 2022).

However, this influence is not always direct. One of the key mediating variables that links digital marketing with consumer purchase behavior is brand image. Kotler & Keller (2021), defines brand image as the perception of a brand in consumers' minds, formed through marketing communication and brand experience. A positive brand image builds trust and encourages consumers to try and eventually purchase a product.

Numerous studies have examined the relationship between social media marketing, brand image, and purchase intention. However, the findings remain inconclusive. Research by Asyahra & Rivai (2024) and Savitri et al. (2021) found that social media marketing significantly influences purchase intention, both directly and indirectly through brand image. On the other hand, studies such as Purwanto et al. (2020) reported no significant effect. These discrepancies highlight a research gap that warrants further investigation, particularly in the context of local skincare products using TikTok as a primary marketing channel. This is aligned with the Hierarchy of Effects theory by Lavidge and Steiner (1961), which suggests that consumers go through cognitive (awareness), affective (attitude), and conative (intention) stages before making a purchase decision (Sukma Arwachyntia, 2022).

N'Pure stands out as a relevant case study, not only for its strong brand positioning as a high-quality local skincare brand but also for its active utilization of TikTok to enhance brand visibility and customer engagement (Kompas.com, 2022). Through educational content, live reviews, influencer collaborations, and hashtag-based campaigns, the brand has sought to strengthen its market presence. This study aims to empirically examine whether N'Pure's TikTok marketing strategy significantly influences purchase intention both directly and through the mediation of brand image (N'PURE Official, 2022).

Based on the above, the following hypotheses are proposed:

H1: Social media marketing has a positive and significant effect on purchase intention.
H2: Social media marketing has a positive and significant effect on brand image.
H3: Brand image has a positive and significant effect on purchase intention.
H4: Brand image mediates the effect of social media marketing on purchase intention.

This study is necessary due to the rapid rise of social media usage particularly TikTok in Indonesia. According to We Are Social (2024), there are approximately 139 million active social media users in the country, with TikTok being one of the most frequently used platforms. Indonesia currently holds the largest number of TikTok users globally, with over 157.6 million users (Statista, 2024b). TikTok is no longer used solely for entertainment but has evolved into a strategic marketing tool that allows brands to engage directly with consumers through short videos, live streams, hashtag campaigns, and integrated e-commerce features like TikTok

Shop. N'Pure, a local skincare brand, actively leverages these features to build consumer engagement. However, the brand also faces significant challenges, including decreasing consumer purchasing power and intense price competition from imported products, making it essential to implement marketing strategies that strengthen brand image and stimulate purchase intention (Statista, 2024a).

The novelty of this research lies in its specific focus on TikTok as a digital marketing platform and a local Indonesian brand (N'Pure) as the object of study both of which are rarely explored in current literature. This study involves 400 TikTok users who are familiar with N'Pure, selected through purposive sampling. Data were collected using online questionnaires and analyzed through a quantitative approach using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 4.0. In addition to examining the direct influence of social media marketing on purchase intention, the study investigates brand image as a mediating variable. This research is expected to contribute theoretically to the literature on digital marketing and practically to business practitioners by providing insights into designing more effective social media marketing strategies, particularly on TikTok. Furthermore, the study offers novelty by exploring the role of TikTok as a dominant platform for building brand image and driving purchase intention in Indonesia's local skincare industry.

METHODS

This research adopts a quantitative approach with a causal research design to examine the effect of social media marketing on purchase intention, mediated by brand image (Sugiyono, 2017). The population in this study consists of active TikTok users who are familiar with N'Pure products. A total of 400 respondents were selected using non-probability purposive sampling based on specific criteria: (1) having a TikTok account, (2) following or having viewed N'Pure content on TikTok, and (3) aged between 18-34 years. The sample size of this study was determined using the Slovin formula with a 5% margin of error, based on the population of TikTok users in Indonesia, which totaled approximately 3,611,882 active users. The formula is as follows:

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{3.611.882}{1 + 3.611.882\ (0{,}05)^2}$$

$$n = \frac{3.611.882}{1 + 3.611.882\ (0{,}0025)}$$

$$n = \frac{3.611.882}{1 + 9.029{,}705}$$

$$n = \frac{3.611.882}{9.030{,}705}$$

$$n = 399{,}95 = 400\ respondents$$

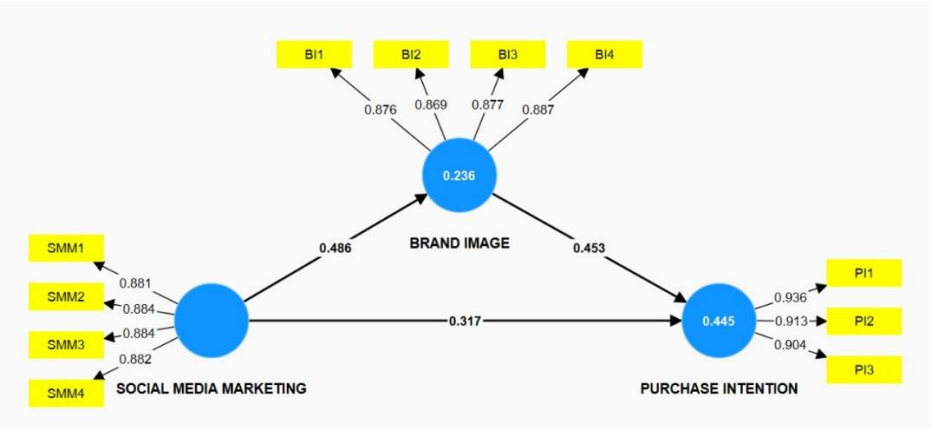
Primary data were collected through an online questionnaire using a Likert scale (1 = strongly disagree to 5 = strongly agree) and distributed via Google Forms (Hair et al., 2021; Chrisniyanti & Fah, 2022; Zulqarnain et al., 2023). The indicators used were adapted from validated previous studies covering three main constructs: social media marketing, brand image, and purchase intention.

Data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with the help of SmartPLS 4.0 software. The analysis stages included testing for convergent validity, discriminant validity, composite reliability, path coefficients, and significance (bootstrapping) (Rahadi, 2023). Mediation analysis was also conducted to assess the indirect effect of brand image in the model.

RESULTS AND DISCUSSION

Outer Model: Measurement Model

According to Hair et al. (2021), the outer model or measurement model describes the relationship between latent constructs and their indicators. It ensures that each indicator validly and reliably reflects its corresponding construct. The outer model assessment includes three main tests: convergent validity (based on loading factor values), discriminant validity (using cross loading), and Average Variance Extracted (AVE) to evaluate the explained variance of each construct (Musyafii et al., 2022). The results of the outer model test in this study indicate that all indicators meet the criteria for validity and reliability.



Source: Research Result, 2025

Figure 1. Outer Model

Table 2 presents the evaluation results of construct reliability and validity, including Cronbach's Alpha (CA), Composite Reliability (CR), and Average Variance Extracted (AVE), arranged in ascending order. All variables have CA and CR values greater than 0.7, indicating that each construct meets the reliability criteria. In addition, all AVE values surpass the threshold of 0.5, confirming that the constructs are also valid (Hair et al., 2021).

Table 1. Results of construct reliability and validity

Variable	CA	CR	AVE
Social Media Marketing (X)	0.906	0.934	0.780
Purchase Intention (Y)	0.907	0.941	0.843
Brand Image (Z)	0.900	0.930	0.769

Source: Primay data, processed 2025

Inner Model: Measurement Structural Model

The inner model was evaluated to examine the relationships among latent variables using several criteria, including R-Square (R^2), F-Square (f^2), and Q-Square (Q^2) values. These tests help assess the model's explanatory power and predictive relevance (Pering, 2021).

Table 2. R-Square Values

Dependent Variable	R-Square	Interpretation
Brand Image (Z)	0.236	Weak
Purchase Intention (Y)	0.445	Moderate

Source: Primary data, processed 2025

The R^2 value indicates the extent to which independent variables explain the variance in dependent variables. The R^2 value for Brand Image was 0.236, categorized as weak, meaning that Social Media Marketing explains 23.6% of the variance in Brand Image. Meanwhile, the R^2 value for Purchase Intention was 0.445, which falls in the moderate category. This suggests

that Social Media Marketing and Brand Image together explain 44.5% of the variance in consumers' purchase intentions toward N'Pure.

Table 3. F-Square Values

Relationship	F-Square	Effect Size
SMM → Purchase Intention	0.138	Small
SMM → Brand Image	0.308	Moderate
Brand Image → Purchase Intention	0.283	Moderate

Source: Primary data, processed 2025

The F^2 value assesses the effect size of each exogenous variable on the endogenous variables. The analysis showed that Social Media Marketing had a small effect on Purchase Intention ($f^2 = 0.138$), while it had a moderate effect on Brand Image ($f^2 = 0.308$). Brand Image also had a moderate effect on Purchase Intention ($f^2 = 0.283$). These findings indicate that while the effect of each variable varies in magnitude, all paths contribute meaningfully to explaining the model.

Table 4. F-Square Values

Variable	Q-Square	Predictive Power
Brand Image (Z)	0.179	Medium
Purchase Intention (Y)	0.370	High

Source: Primary data, processed 2025

Predictive relevance (Q^2) was assessed using blindfolding. The Q^2 value for Brand Image was 0.179, indicating medium predictive relevance, while the value for Purchase Intention was 0.370, indicating a strong predictive ability of the model. Since both values are greater than zero, it confirms that the model has adequate predictive relevance for the observed data.

HypothesisTesting

To test the research hypotheses, the data deemed suitable will be processed using a bootstrapping model. Hypothesis testing was conducted using the bootstrapping method with 5,000 resamples in SmartPLS to assess the significance of the proposed structural paths. A hypothesis is accepted if the T-value > 1.96 and p-value < 0.05 at a 5% significance level (Evi & Rachbini, 2022).

Table 5. Hypothesis Testing

Hypothesis	Relationship	Path Coefficient (β)	T-Value	P-Value	Conclusion
Direct Effect					
H1	SMM → Purchase Intention	0.453	10.957	0.000	Supported
H2	SMM → Brand Image	0.486	13.013	0.000	Supported
H3	Brand Image → Purchase Intention	0.317	7.100	0.000	Supported
Indirect Effect					
H4	SMM → Brand Image → PI	0.220	8.472	0.000	Supported

Source: Primary data, processed 2025

The tables above indicate that all the hypotheses proposed in this study are supported, as each path shows a statistically significant relationship with T-values > 1,96 and p-values < 0,05. H1 confirms that Social Media Marketing (SMM) has a positive and significant effect on Purchase Intention. Engaging content (context), interactive communication, and peer sharing on TikTok enhance consumer interest in N'Pure products. H2 shows that SMM also significantly influences Brand Image. Appealing content helps build recognition and trust, while the platform's collaborative nature deepens consumer brand understanding. H3 reveals

that a positive Brand Image significantly drives Purchase Intention. A strong, unique, and prestigious image of N'Pure increases consumers' willingness to buy. H4 indicates that Brand Image positively and significantly mediates the relationship between Social Media Marketing and Purchase Intention. This means SMM not only directly impacts consumer purchase intention, but also does so indirectly by shaping a strong and favorable brand image.

Discussion of Research Results

The Effect of Social Media Marketing on Purchase Intention

The results of hypothesis testing indicate that Social Media Marketing (SMM) has a positive and significant effect on Purchase Intention (PI), as shown by a T-value of 10.957 (> 1.96) and a p-value of 0.000 (< 0.05). This implies that better implementation of social media marketing strategies increases consumers' intention to purchase N'Pure products. The finding supports the premise that effective digital marketing on platforms like TikTok enhances visibility and consumer engagement, which ultimately translates into stronger purchase desire.

This finding is consistent with the research of Aprilianti et al. (2023), who found that well-executed SMM significantly improves purchase intention in skincare products. Social media content that is relevant, timely, and interactive allows consumers to develop emotional connections and trust with the brand. The positive influence suggests that TikTok features such as short video content, hashtags, and live interaction serve as effective tools in converting consumer interest into intent to buy.

Other supporting studies include Ridwan & Hasbi (2023), whose results show similar significance with a T-value of 10.693 and a path coefficient of 0.498, reaffirming the strong relationship between SMM and PI. Likewise, Nudin & Nurlinda (2023) reported that attractive social media content enhances consumer's willingness to make a purchase. These consistent findings affirm that the higher the perceived quality and relevance of social media marketing, the stronger the consumer's purchase intention.

The Effect of Social Media Marketing on Brand Image

Hypothesis testing also reveals that Social Media Marketing has a positive and significant influence on Brand Image (BI), as indicated by a T-value of 13.013 and a p-value of 0.000. This suggests that TikTok content developed by N'Pure not only attracts attention but also contributes to shaping a positive perception of the brand. The more consistent and interactive the content, the more likely it is to enhance the consumer's mental association with the brand.

This outcome aligns with Damayanti et al. (2021), who emphasize that social media marketing can successfully build a strong brand image through four key elements: content creation, content sharing, community building, and connection. These dimensions are especially crucial in the skincare industry, where consumers rely heavily on digital interactions to form their opinions about product efficacy, reputation, and authenticity. TikTok campaigns provide a space for those interactions to occur organically.

Supporting evidence also comes from AlQodry & Kuswanto (2024) and Ridwan & Hasbi (2023), both of whom found that effective SMM leads to a stronger brand image. For instance, Ridwan & Hasbi (2023) reported a T-value of 20.976 and a path coefficient of 0.721, highlighting a very strong influence of SMM on BI. This reinforces the idea that continuous, appealing, and credible social media efforts can solidify how consumers perceive a brand's identity and values.

The Effect of Brand Image on Purchase Intention

The third hypothesis test confirms that Brand Image positively and significantly affects Purchase Intention, with a T-value of 7.100 and p-value of 0.000. This indicates that a favorable perception of N'Pure's brand characteristics enhances the likelihood of consumers choosing to

purchase its products. Elements such as product uniqueness, prestige, and credibility play vital roles in influencing consumer buying behavior in the beauty industry.

This result is supported by Bahroni & Manggala (2023), who argued that a strong brand reputation builds consumer trust and reinforces purchase motivation. When a brand is associated with quality and credibility, it provides assurance to consumers and lowers perceived risk. For N'Pure, a reputation for being dermatologically tested and utilizing natural ingredients such as Centella Asiatica contributes to a strong and trusted brand image.

Further affirmation is found in studies by Asyahra & Rivai (2024), Agmeka et al. (2020) and Ridwan & Hasbi (2023), which demonstrated the significance of BI on PI. Ridwan & Hasbi (2023), for example, reported a path coefficient of 0.553 and a T-value of 9.121. These results reinforce the conclusion that improving brand image through consistent quality, innovation, and customer engagement can significantly boost consumer intention to purchase.

The Mediating Role of Brand Image Between Social Media Marketing and Purchase Intention

The mediation analysis confirms that Brand Image significantly mediates the relationship between Social Media Marketing and Purchase Intention, as shown by an indirect effect value of 0.220, a T-value of 8.472, and a p-value of 0.000. This indicates that SMM not only influences purchase behavior directly but also enhances it indirectly by strengthening how the brand is perceived by consumers.

This result is consistent with the findings of Oktaviani et al. (2025), who state that effective social media efforts help shape a positive brand image, which in turn increases purchase intention. A strong brand image provides emotional assurance and enhances the perceived value of the product, encouraging consumers to proceed with a purchase decision. N'Pure's visual branding and storytelling on TikTok are key contributors in this process.

Additionally, Ridwan & Hasbi (2023) and Manopo (2024) found similar results, highlighting that brand image acts as a significant mediator between SMM and PI. These studies collectively confirm that a well-established brand image enhances the overall impact of social media strategies. Thus, marketers should not only focus on visibility through social media but also emphasize values and aesthetics that reinforce the brand's identity.

CONCLUSION

This study aimed to examine the effect of Social Media Marketing (SMM) on Purchase Intention (PI), with Brand Image (BI) as a mediating variable in the case of N'Pure skincare products. Employing a quantitative approach with SEM-PLS and a sample of 400 respondents, the findings indicate that all hypotheses are accepted. Social Media Marketing has a significant direct effect on both Brand Image and Purchase Intention, while Brand Image also significantly influences Purchase Intention. Furthermore, Brand Image is confirmed as a mediating variable that strengthens the effect of Social Media Marketing on Purchase Intention.

These results imply that consumer engagement on social media, particularly TikTok, not only increases product visibility but also enhances consumer perception of the brand, which in turn boosts their intention to purchase. Marketers are encouraged to leverage the interactive and visual nature of TikTok to maintain a strong brand identity and build consumer trust.

This study is not without limitations. First, the data were collected using a non-probability purposive sampling technique, which may limit the generalizability of the findings to a broader population. Second, the study focuses solely on one local skincare brand (N'Pure), which may not reflect the behavior of consumers toward other brands or product categories. Lastly, the research relied on self-reported data, which may be subject to respondent bias or social desirability effects.

Future research can extend this study by applying a probabilistic sampling method to enhance generalizability. It is also suggested to include more diverse brands both local and international to compare the influence of social media marketing across market segments. Additionally, future studies may consider incorporating moderating variables such as consumer trust, e-WOM, or demographic factors to enrich the understanding of digital marketing dynamics in shaping purchase intention.

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