DIJEMSS: Dinasti International Journal of Education Management and Social Science
E-ISSN: 2686-6331
P-ISSN: 2686-6358
https://dinastipub.org/DIJEMSS dinasti.info@gmail.com +62 811 7404 455
DOI: https://doi.org/10.38035/dijemss.v7i2

The Influence of Content Creator and Recommendation Algorithms on Gen Z's Purchase Decision for Facetology Skincare Products on TikTok

Fannya Azzahra Assirayatul[1], Syamsul Bachri[2], Zakiyah Zahara[3], Moh. Ali Murad[4]
[1]Tadulako University, Palu, Indonesia, fannya.azzahra13@gmail.com
[2]Tadulako University, Palu, Indonesia, syamsulbachri09@gmail.com
[3]Tadulako University, Palu, Indonesia, zakiyah66.zm@gmail.com
[4]Tadulako University, Palu, Indonesia, alimrdplw@gmail.com

Corresponding Author: fannya.azzahra13@gmail.com[1]

Abstract: This study aims to explore how content from creators and recommendation algorithms influence Generation Z's purchasing decisions for Facetology skincare products on the TikTok platform. The method used is a descriptive quantitative approach involving 102 female respondents aged 15–28 years. Data analysis was performed using SPSS version 16, including validity and reliability tests, multiple linear regression, F-tests, and t-tests. The findings show that simultaneously and partially, creator content and recommendation algorithms have a positive and significant impact on purchasing decisions, with an Adjusted R^2 value of 0.538. The highest indicator in the creator content variable was "easy-to-understand language," which demonstrated Tasya Farasya's ability to use communicative, clear, and relatable language to make it easy for the audience to understand product information and build trust in her recommendations. Meanwhile, in the recommendation algorithm variable, the highest indicator was "flexibility," which reflected TikTok's ability to tailor content to user preferences. These factors encourage Generation Z to increase their purchasing decisions for recommended skincare products. This study emphasizes the importance of a collaborative strategy between creator credibility and algorithmic intelligence in shaping digital purchasing behavior among young consumers.

Keywords: Content Creator, Recommendation Algorithms, Purchase Decision.

INTRODUCTION

The COVID-19 pandemic has accelerated the adoption of digital technology in various fields, including the beauty industry, where restrictions on physical activity have forced businesses to shift to e-commerce and social media (Yunus Kasim et al., 2022; Muzakir et al., 2021). Post-pandemic developments in digital technology have also had a major impact on consumer behavior (Zahara et al., 2023). Generation Z, which grew up in the digital age, has broad access to information and is known as digital natives (Yuli Anita et al., 2024). When choosing products, they consider brand image, reviews, and promotions on social media such

as TikTok and Shopee, with a focus on brand experience and reputation (Sahabuddin et al., 2025). TikTok has become a major marketing channel thanks to its sophisticated recommendation algorithm and collaborations with creators who are able to create trends (Bachri et al., 2023). Inventure's 2024 research shows that skincare is a top priority for Generation Z (Fitrianingsih et al., 2025). Facetology, a local skincare brand known as the "Viral Skincare Brand," successfully sold 666,800 units of sunscreen through TikTok with a significant increase in January 2025, and its e-commerce turnover reached IDR 6.8 billion in Q3 2024 (Haryani et al., 2025; Fauzi & Nurhayaty, 2025).

Content creators are individuals who produce and distribute online content to attract the attention of audiences (Tara Nabita Sari et al., 2023). They play a role in shaping perceptions and purchasing decisions through creativity and authentic communication (Eva Kusumaningtyas, 2022.) Content can be in the form of text, images, or videos designed to entertain, educate, or inform audiences (Febiansah et al., 2020.). Content creators help businesses introduce products or services quickly and effectively through creativity in word choice and engaging video editing (Yanny, 2024.). The presence of content creators is important because they are able to captivate audiences and influence purchasing decisions by creating attractive visuals and informative messages (Siddik et al., 2024). This study focuses on Tasya Farasya, one of the most influential beauty influencers in Indonesia, and limits respondents to women because skincare products are generally used by female consumers, making the results more relevant to the target market behavior.

Recommendation algorithms play a crucial role in filtering and displaying relevant information based on user preferences, enabling them to find products, music, or other content that suits their needs (Arjuna et al., 2024; Zhang & Liu, 2021). These systems use approaches such as Collaborative Filtering, Content-Based Filtering, and Hybrid Systems to analyze data and predict user choices. The application of the apriori algorithm helps find association patterns from transaction data and improves product recommendation accuracy, which ultimately supports more effective marketing strategies (Alma et al., 2020). The purchase decision itself is a process that begins with the recognition of needs and ends with the purchase of a product, influenced by digital marketing and a comparison of the benefits and costs of the product (Wahyuningsih et al., 2022). The right decision increases consumer satisfaction and strengthens the relationship with digital marketing (Bachri et al., 2023; Adam et al., 2023). This study aims to analyze the influence of creator content and recommendation algorithms on Facetology skincare purchasing decisions on TikTok among Generation Z.

Based on the research framework above, the following research hypotheses are formulated :
H1: Content creators and recommendation algorithms are suspected to have a significant influence on purchasing decisions.
H2: Content creators are suspected to have a significant influence on purchasing decisions.
H3: Recommendation algorithms are suspected to have a significant influence on purchasing decisions.

METHOD

This study uses a descriptive quantitative approach to describe the influence of creator content and recommendation algorithms on Generation Z's purchasing decisions for Facetology skincare products. The descriptive quantitative approach aims to describe certain characteristics or phenomena through the collection of data that can be measured using instruments such as surveys or questionnaires (Yuliani, 2018). The research population was Generation Z users of Facetology products, with the sample determined using the Cochran formula for unknown populations at a 95% confidence level ($Z = 1.96$), $p = 0.5$, and $e = 0.10$, resulting in a minimum sample size of 96 respondents. However, 103 respondents were

obtained, and 1 respondent was declared invalid, so only the data from 102 respondents were processed. The research instrument was an online questionnaire distributed via Google Form to measure respondents' perceptions of the influence of creator content and recommendation algorithms on purchasing decisions. Before being distributed to the main sample, the instrument was tested on 30 respondents who were users of Facetology's competitor skincare products to ensure that the questionnaire was easy to understand and relevant. The data obtained was analyzed using SPSS Release 16 software through instrument testing, multiple linear regression analysis, and hypothesis testing using the coefficient of determination (R^2), F test, and t test.

RESULTS AND DISCUSSION

This study aims to explore the impact of creator content and recommendation algorithms on Generation Z's purchasing decisions for Facetology skincare products on the TikTok platform, focusing on how these digital elements shape the behavior of young consumers who are active on social media (Bachri et al., 2023). The collected data were statistically analyzed using SPSS Release 16 software, and the results were presented in tabular form to facilitate understanding and deeper interpretation.

Table 1. Validity Test

Variables	r calculate	r table	Description
Content Creator X1.1	**0,849**	0,306	**Valid**
X1.2	**0,864**	0,306	**Valid**
X1.3	**0,844**	0,306	**Valid**
X1.4	**0,842**	0,306	**Valid**
X1.5	**0,889**	0,306	**Valid**
X1.6	**0,879**	0,306	**Valid**
X1.7	**0,862**	0,306	**Valid**
X1.8	**0,870**	0,306	**Valid**
X1.9	**0,839**	0,306	**Valid**
X1.10	**0,853**	0,306	**Valid**
Recommendation Algorithms X2.1	**0,777**	0,306	**Valid**
X2.2	**0,822**	0,306	**Valid**
X2.3	**0,741**	0,306	**Valid**
X2.4	**0,841**	0,306	**Valid**
X2.5	**0,793**	0,306	**Valid**
X2.6	**0,844**	0,306	**Valid**
X2.7	**0,844**	0,306	**Valid**
Purchase Decision Y.1	**0,826**	0,306	**Valid**
Y.2	**0,837**	0,306	**Valid**
Y.3	**0,722**	0,306	**Valid**
Y.4	**0,830**	0,306	**Valid**
Y.5	**0,794**	0,306	**Valid**
Y.6	**0,676**	0,306	**Valid**
Y.7	**0,816**	0,306	**Valid**
Y.8	**0,835**	0,306	**Valid**
Y.9	**0,848**	0,306	**Valid**
Y.10	**0,864**	0,306	**Valid**
Y.11	**0,863**	0,306	**Valid**
Y.12	**0,818**	0,306	**Valid**
Y.13	**0,812**	0,306	**Valid**

Source : Data Research, 2025

Based on the results of the Validity Test with 30 respondents and a margin of error of 10%, a table r value of 0.306 was obtained. The analysis results show that all statement items have a calculated r value greater than the table r (calculated r > 0.306), so that each question item is declared valid. This means that each questionnaire item is able to measure the research variables accurately and consistently in accordance with the established measurement objectives.

Table 2. Reliability Test

Variables	Cronbach' Alpha	Reliability Score	Description
Content Creator (X1)	0,960	0,60	**Reliable**
Recommendation Algorithms (X2)	0,912	0,60	**Reliable**
Purchase Decision (Y)	0,956	0,60	**Reliable**

Source : Data Research, 2025

Based on the results of the Reliability Test conducted using Cronbach's Alpha method, an α value greater than 0.60 was obtained, indicating that all items in the questionnaire had a good level of internal consistency. Thus, this research instrument can be declared reliable, meaning that each item is capable of providing stable and reliable results when used to measure the same variable at different times.

Table 3. Descriptive Statistics of Respondent Identity

Description	Amount	Percentage	
Age	15 - 20	22	21.57%
	21 - 25	68	66.67%
	26 - 28	12	11.76%
Gender	Female	102	100.00%
	Male	0	0.00%

Source : Data Research, 2025

Based on Table 3, it can be seen that the majority of respondents were in the 21–25 age range, namely 68 people or 66.67% of the total respondents. Furthermore, there were 22 respondents aged 15–20 years or 21.57%, while there were 12 respondents aged 26–28 years or 11.76%. In terms of gender, all respondents in this study were female, totaling 102 people or 100%, while there were no male respondents. This shows that participation in this study was dominated by young women, especially those aged 21–25 years.

Table. 4 Descriptive Statistics of Respondents' Responses Regarding Content Creator (X1)

DIMENSION	INDICATORS	SS	S	N	TS	STS	TOTAL SCORE	Mean					
		∑	**%**	∑	**%**	∑	**%**	∑	**%**	∑	**%**		
Creators Credibility	Trust in content creators	38	37.25%	38	37.25%	21	20.59%	3	2.94%	2	1.96%	**413**	**4.05**
	Expertise in cont	33	32.35%	42	41.18%	19	18.63%	6	5.88%	2	1.96%	**404**	**3.96**

	ent creation												
Creators Attraction	Shared interests with viewers	34	33.33%	36	35.29%	23	22.55%	7	6.86%	2	1.96%	**399**	**3.91**
	Ability to build rapport with viewers	34	33.33%	42	41.18%	18	17.65%	6	5.88%	2	1.96%	**406**	**3.98**
The Power Of Creator	Ability to attract attention	35	34.31%	42	41.18%	20	19.61%	3	2.94%	2	1.96%	**411**	**4.03**
Content	Content contains new information	37	36.27%	36	35.29%	24	23.53%	3	2.94%	2	1.96%	**409**	**4.01**
	Easy-to-understand language	43	42.16%	41	40.20%	11	10.78%	5	4.90%	2	1.96%	**424**	**4.16**
	Viewers feel involved	30	29.41%	42	41.18%	21	20.59%	7	6.86%	2	1.96%	**397**	**3.89**
	Content has added value	37	36.27%	39	38.24%	20	19.61%	4	3.92%	2	1.96%	**411**	**4.03**
	Entertaining content	31	30.39%	35	34.31%	29	28.43%	5	4.90%	2	1.96%	**394**	**3.86**

Mean Total Content Creator (X1)		**39.88**											
Average Mean Content Creator (X1)		**3.97**											

Source : Data Research, 2025

The results in Table 4 show that the Content Creator variable (X1) received a very good perception from respondents with a mean average of 3.99, which is in the high category. The indicator with the highest average score was **"easy-to-understand language" with a score 4.16**, followed by **"trust in content creators" with a score 4.05**, and **"ability to attract attention" with a score 4.03**. This shows that clarity of language, level of trust, and the attractiveness of creators are the dominant factors that shape Gen Z's positive perception of the content presented on TikTok. Meanwhile, the indicator with the lowest average score was "entertaining content" with a score of 3.86, but it still falls into the good category. Overall, these results indicate that the aspects of credibility, appeal, power, and content quality presented by content creators play an important role in building positive relationships between creators and audiences, as well as influencing Gen Z's perception of the content they enjoy on the TikTok platform.

Table. 5 Descriptive Statistics of Respondents' Responses Regarding Recommendation Algorithm (X2)

DIMENSION	INDICATOR	SS	S	N	TS	STS	TOTAL SCORE	Mean					
		∑	%	∑	%	∑	%	∑	%	∑	%		
Algorithm Limitations	**Cold start problem**	4	3.92%	17	16.67%	28	27.45%	39	38.24%	14	13.73%	**264**	**2.59**
	Sparsity	4	3.92%	18	17.65%	23	22.55%	30	29.41%	27	26.47%	**248**	**2.43**
	Scalability	25	24.51%	48	47.06%	24	23.53%	3	2.94%	2	1.96%	**397**	**3.89**
	Synonymy	27	26.47%	49	47.06%	24	23.53%	0	0.00%	2	1.96%	**405**	**3.97**
Capability Extensions	**Multidimensionality**	35	34.31%	30	29.41%	35	34.31%	8	7.84%	2	1.96%	**394**	**3.86**

	Flexibility	37	36.27%	36	35.29%	24	23.53%	3	2.94%	2	1.96%	**409**	**4.01**
	Comprehensibility	32	31.37%	42	41.18%	21	20.59%	5	4.90%	2	1.96%	**403**	**3.95**
Mean Total Recommendation Algorithms (X2)		**24.71**											
Average Mean Recommendation Algorithms (X2)		**3.69**											

Source : Data Research, 2025

The results in Table 5 show that the Recommendation Algorithm variable (X2) received a good perception from respondents with a mean average of 3.53, which is in the moderate to high category. The indicator with the highest average score was **'flexibility' with a score 4.01**, followed by **"synonymy" with a score 3.97**, and **"scalability" with a** score **3.89**. This shows that the algorithm's ability to adapt and understand similarities between user preferences is the factor most appreciated by Gen Z. Meanwhile, the indicators with the lowest average scores were "sparsity" with a score of 2.43 and "cold start problem" with a score of 2.59, which indicate that there are still limitations in the algorithm's ability to provide relevant recommendations for new users or when user data is still minimal. Overall, these results indicate that although recommendation algorithms have demonstrated flexibility and good adaptability, challenges such as data limitations and initial system effectiveness remain aspects that need to be improved to enhance the Gen Z user experience on TikTok.

Table. 6 Descriptive Statistics of Respondents' Responses Regarding Purchasing Decisions (Y)

DIMENSION	INDICATOR	SS	S	N	TS	STS	TOTAL SCORE	Mean					
		∑	%	∑	%	∑	%	∑	%	∑	%		
Product Quality	Perception of performance	26	25.49%	44	43.14%	27	26.47%	3	2.94%	2	1.96%	**395**	**3.87**
	Reliability	24	23.53%	54	52.94%	20	19.61%	2	1.96%	2	1.96%	**402**	**3.94**

	Features	17	16.67%	51	50.00%	27	26.47%	5	4.90%	2	1.96%	**382**	**3.75**
	Suitability	17	16.67%	50	49.02%	24	23.53%	9	8.82%	2	1.96%	**377**	**3.70**
	Product durability.	31	30.39%	47	46.08%	20	19.61%	3	2.94%	1	0.98%	**410**	**4.02**
Price Perception	Price assessment as an indicator of quality	34	33.33%	46	45.10%	20	19.61%	1	0.98%	1	0.98%	**417**	**4.09**
	Economic value	34	33.33%	35	34.31%	23	22.55%	7	6.86%	3	2.94%	**396**	**3.88**
	Price comparison.	18	17.65%	49	48.04%	22	21.57%	11	10.78%	2	1.96%	**376**	**3.69**
Brand Image	Product knowledge	19	18.63%	40	39.22%	19	18.63%	17	16.67%	7	6.86%	**353**	**3.46**
	Positive brand image influencing decisions.	24	23.53%	53	51.96%	22	21.57%	2	1.96%	1	0.98%	**403**	**3.95**
The Impact Of Digital Marketings and Influencers	Impact of endorsements	28	27.45%	45	44.12%	23	22.55%	4	3.92%	2	1.96%	**399**	**3.91**

	Advertising content	29	28.43%	43	42.16%	28	27.45%	1	0.98%	1	0.98%	**404**	**3.96**
	Consumer reviews in purchasing decisions.	41	40.20%	48	47.06%	11	10.78%	0	0.00%	2	1.96%	**432**	**4.24**
Mean Total Purchase Decision (Y)		**50.45**											
Average Mean Purchase Decision (Y)		**3.87**											

Source : Data Research, 2025

The results in Table 6 show that the Purchase Decision variable (Y) received a good perception from respondents with a mean average of 3.88, which is in the high category. The indicator with the highest average score is **"consumer reviews" with a score 4.24**, followed by **"price assessment as an indicator of quality" with a score 4.09**, and **"product durability" with a score 4.02**. This shows that positive consumer reviews, the perception that the price is commensurate with quality, and product durability are the main factors that drive Gen Z in making purchasing decisions for skincare and cosmetic products on TikTok. Meanwhile, the indicator with the lowest average score is "product knowledge" with a score of 3.46, which shows that some respondents still have varying levels of understanding about in-depth product information. Overall, these results indicate that product quality, price perception, brand image, and the influence of digital marketing and influencers significantly contribute to Gen Z consumers' purchasing decisions, where trust in reviews and promotional content plays a crucial role in determining their choices on the TikTok platform.

Table 5. Coefficient of Determination Test (R2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.740[a]	.547	.538	5.63643

Predictors: (Constant), TOTAL.X2, TOTAL.X1
Dependent Variable: TOTAL.Y
Source : Data Research, 2025

The R-squared test is used to show the extent to which exogenous variables can explain endogenous variables. According to Hair et al. (2022), an R-squared value of 0.75 indicates a strong effect, 0.50 reflects a moderate effect, and 0.25 indicates a weak effect. In this study, an R-squared value of 0.547 and an Adjusted R-squared value of 0.538 indicate that the Content Creator (X1) and Recommendation Algorithm (X2) variables are able to explain 53.8% of the variation in the Purchase Decision (Y) variable. This value falls into the moderate effect category, which means that both variables have a significant influence on Gen Z's purchasing decisions regarding skincare products on TikTok. Meanwhile, the remaining 46.2% is explained by other factors outside the scope of this study, such as product quality perceptions, peer influence, beauty trends, or other digital marketing strategies that may be of interest in future research.

Table 6. Simultaneous Test (F)
ANOVA[b]

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	3804.093	2	1902.047	59.871	.000a
Residual	3145.162	99	31.769		
Total	6949.255	101			

Predictors: (Constant), TOTAL.X2, TOTAL.X1
Dependent Variable: TOTAL.Y
Source : Data Research, 2025

The ANOVA (Analysis of Variance) test is used to determine whether the regression model used in this study is appropriate or significant to explain the relationship between exogenous and endogenous variables. Based on the ANOVA test results in the table, an F value of 59.871 was obtained with a significance level (Sig.) of 0.000, which is less than 0.05. This indicates that the regression model constructed is feasible to use and that there is a simultaneous significant effect between the Content Creator (X1) and Recommendation Algorithm (X2) variables on the Purchase Decision (Y) variable. Thus, these two independent variables together play an important role in influencing Gen Z's purchasing decisions regarding skincare products on TikTok, so that this research model can be declared valid and relevant to describe the relationship between the variables studied.

Tabel 7. Partial Test (*t*)
Coefficients[a]

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	14.205	3.494		4.066	.000	14.205	3.494
TOTAL.X1	.502	.088	.490	5.727	.000	.502	.088
TOTAL.X2	.656	.170	.330	3.850	.000	.656	.170

Dependent Variable: TOTAL.Y
Source : Data Research, 2025

The results of the multiple linear regression test in Table 7 show that the variables Content Creator (X1) and Recommendation Algorithm (X2) have a significant effect on

Purchase Decision (Y). Based on the Unstandardized Coefficients (B) values, the regression equation is obtained :

$$\mathbf{Y = 14.205 + 0.502X_1 + 0.656X_2}$$

The constant value of 14.205 indicates that if the Content Creator and Recommendation Algorithm variables are considered constant or zero, the base value of the Purchase Decision remains at 14.205. Furthermore, the regression coefficient X1 of 0.502 with a significance value of 0.000 (< 0.05) indicates that every increase in perception of Content Creator will increase the Purchase Decision by 0.502 units, with a positive and significant effect. Meanwhile, the regression coefficient X2 of 0.656 with a significance value of 0.000 (< 0.05) also shows that the Recommendation Algorithm has a positive and significant effect on the Purchase Decision, where every increase in perception of the algorithm will increase the purchase decision by 0.656 units. VIF values < 10 and Tolerance > 0.1 indicate that there is no multicollinearity, so this regression model is valid. Overall, these results indicate that both Content Creators and Recommendation Algorithms have a real contribution in increasing Gen Z's purchasing decisions for skincare products on TikTok.

H1: The Influence of Content Creators and Recommendation Algorithms on Purchase Decisions

The results of the study show that simultaneously, the variables of creator content and recommendation algorithms have a positive and significant effect on Gen Z's purchasing decisions for Facetology skincare products on TikTok. The coefficient of determination (R^2) value of 0.547 indicates that the combination of both variables can explain 54.7% of the variation in purchasing decisions. This shows that the success of digital marketing strategies on TikTok is not only determined by the quality of content created by creators, but also by the effectiveness of algorithms in displaying content that matches audience preferences. When TikTok's algorithm recommends Tasya Farasya's credible and communicative videos to users interested in skincare, the likelihood of purchase increases significantly. The combination of algorithmic personalization and content authenticity creates an attractive ecosystem for Gen Z, who tend to purchase products based on visual trust and direct testimonials they repeatedly see on the platform.

H2: The Influence of Content Creators on Purchasing Decisions

The creator content variable obtained an average mean of 3.97, which is in the high category, with the highest indicator being “easy-to-understand language” (mean 4.16), followed by “trust in content creators” (4.05) and “ability to attract attention” (4.03). This shows that Tasya Farasya is able to communicate promotional messages in simple, straightforward language that is relatable to Gen Z audiences. Her spontaneous style of speaking, use of everyday terms, and way of explaining products with concrete comparisons (e.g., texture, color, or results of use) make her content easy to digest and feel honest. Tasya's credibility is also built on her consistency in providing honest reviews and personal experiences that are relevant to the needs of young consumers. In addition, her visual and expressive abilities add emotional appeal that makes the audience feel personally connected. The combination of clear language, trustworthiness, and visual appeal makes Tasya Farasya's content effective in influencing her followers' perceptions and purchasing decisions regarding skincare products like Facetology.

H3: The Influence of Recommendation Algorithms on Purchasing Decisions

The results of the study indicate that the recommendation algorithm variable also has a positive and significant effect on purchasing decisions, with an average mean of 3.53 (medium-

high category). The highest indicators are “flexibility” (mean 4.01) and “synonymy” (3.97), showing that the TikTok algorithm is considered flexible in adjusting content based on user interests and interaction history. This means that users who frequently watch videos about beauty or product reviews will more often receive recommendations for similar videos, including from creators such as Tasya Farasya. The algorithm's ability to recognize similarities in preferences (synonymy) allows TikTok to strengthen the exposure of certain product content to the most relevant audience, thereby increasing the chances of purchase. Despite limitations such as the cold start problem, TikTok's recommendation system is generally considered capable of creating a personalized, efficient, and enjoyable experience for Gen Z. As a result, users are not only drawn to creators they like but also because the algorithm helps them discover products that align with their needs and lifestyle.

CONCLUSION

This study concludes that content creators and recommendation algorithms have a positive and significant effect on Generation Z's decision to purchase Facetology skincare products on TikTok. These findings confirm that the success of a digital marketing strategy depends not only on the quality of the algorithm in displaying relevant content, but also on the credibility and communication style of creators who are able to build audience trust. The “easy-to-understand language” indicator in the creator content variable shows that Tasya Farasya's ability to convey information in a clear, interactive style that is appropriate for Gen Z is a major factor in driving purchase intent. Meanwhile, the flexibility of the TikTok algorithm in tailoring content recommendations to user interests also strengthens brand exposure and purchase opportunities. Based on these results, it is recommended that skincare businesses collaborate with creators who are communicative, authentic, and knowledgeable about products, and optimize the TikTok algorithm through consistent posting strategies, the use of relevant hashtags, and the utilization of analytics features to effectively expand their reach to the Gen Z target market.

REFERENCE

Adam, R. P., Suardi, & Lahay, M. (2023). Pricing strategy and marketing distribution channels on customer satisfaction and purchasing decision for green products. *Uncertain Supply Chain Management*, *11*(4), 1467–1476. https://doi.org/10.5267/j.uscm.2023.7.022

Alma, E., Utami, E., & Wahyu Wibowo, F. (2020). Implementasi Algoritma Apriori untuk Rekomendasi Produk pada Toko Online Implementation of Apriori Algorithms for Product Recommendations at Online Stores. *Citec Journal*, *7*(1). https://doi.org/10.24076/citec.2020v7i1.241

Arjuna, B., Saputra Mulyadi, B., Asardan, M. H., Adristina, N., Sekarwangi, N., Abyan, R., Ardana, Z., Hanafi, R., & Khaerani, S. (2024). Pengaruh Algoritma Rekomendasi terhadap Personalisasi Konten Digital di TikTok pada Mahasiswa Sistem Informasi UNNES. *Jurnal Potensial*, *3*(1). http://jurnalilmiah.org/journal/index.php/potensial

Bachri Syamsul, Setiawan Mandala Putra Erwan Sastrawan, Farid, Darman. (2023). The Digital Marketing to Influence Customer Satisfaction Mediated by Purchase Decision. *Jurnal Aplikasi Manajemen*, *21*, 578–592. https://doi.org/10.21776/ub.jam.2022.021.03.03

Eva Kusumaningtyas, R. (2022). Pengaruh Content Creator TikTok @vmuliana Terhadap Pemenuhan Kebutuhan Informasi Seputar Dunia Kerja Di Kalangan Followers. In *KOLONI: Jurnal Multidisiplin Ilmu* (Vol. 1, Issue 3). https://doi.org/10.31004/koloni.v1i3.136

Fauzi, H., & Nurhayaty, E. (2025). Pengaruh Electronic Word Of Mouth (e-WOM) Dan Harga Terhadap Keputusan Pembelian Sunscreen Facetology Pada Marketplace Shopee. In

Jurnal Inovasi Bisnis Manajemen dan Akuntansi (Vol. 3, Issue 2). 10.65255/jibma.v3i2.143

Febiansah, D. J., Syueb, S., Sufa, S. A., & Ratnasari, E. (2020.). *Studi kasus personal branding konten kreator pada akun Twitter@ Brojabrooo. WACANA: Jurnal Ilmiah Ilmu Komunikasi, 19(1), 92-108.* https://doi.org/10.32509/wacana.v19i1.1019

Fitrianingsih, A., Bachri, S., Muzakir, & Farid. (2025). Pengaruh content marketing dan electronic word of mouth (E-WoM) terhadap purchase decision produk Skin1004 yang dimediasi oleh fear of missing out (FoMO) (studi kasus pada Gen Z di Kota Palu). *Entrepreneurship Bisnis Manajemen Akuntansi (E-BISMA)*, 167–187. https://doi.org/10.37631/ebisma.v6i1.1830

Haryani, V. P., Suherman, E., Khalida, L. R., Buana, U., & Karawang, P. (2025). Pengaruh Live Streaming Tiktok dan Impulse Buying Terhadap Keputusan Pembelian Sunscreen Facetology. *Management Studies and Entrepreneurship Journal (MSEJ)*, *6*(3), 3649–3659. https://doi.org/10.37385/msej.v6i3.7910. In *Management Studies and Entrepreneurship Journal* (Vol. 6, Issue 3). http://journal.yrpipku.com/index.php/msej

Muzakir, Bachri, S., Adam, R. P., & Wahyuningsih. (2021). The analysis of forming dimensions of e-service quality for online travel services. *International Journal of Data and Network Science*, *5*(3), 239–244. https://doi.org/10.5267/j.ijdns.2021.6.010

Sahabuddin, R., Azhari, A., Cahya Kamila, I., Maharani, R., Ahlul Dzikry, M., Studi Manajemen, P., Ekonomi dan Bisnis, F., & Negeri Makassar, U. (2025). *Pengaruh Digital Marketing dan Online Customer Review terhadap Keputusan Pembelian Online di Kalangan Generasi Z*. https://doi.org/10.62710/47dft040

Siddik, R., Roswaty, & Meilin Veronica. (2024). Pengaruh Konten Kreatif, Interaksi Pengguna dan Popularitas Influencer Terhadap Keputusan Pembelian Konsumen Pada Program Afiliasi TikTok. *JEMSI (Jurnal Ekonomi, Manajemen, Dan Akuntansi)*, *10*(2), 1048–1058. https://doi.org/10.35870/jemsi.v10i2.2251

Tara Nabita Sari, R., Hilmi Nazhip, W., Vioga Batubara, G., & Wahyuni, R. (2023). Perlindungan Konten Kreator Terhadap Konten Reupload Perspektif Hak Cipta. *Innovative: Journal Of Social Science Research*, *3*(6), 10564-10577. https://j-innovative.org/index.php/Innovative/article/view/6814

Wahyuningsih, Nasution, H., Yeni, Y. H., & Roostika, R. (2022). A comparative study of generations X, Y, Z in food purchasing behavior: the relationships among customer value, satisfaction, and Ewom. *Cogent Business and Management*, *9*(1). https://doi.org/10.1080/23311975.2022.2105585

Yanny, A. (2024). Peran Content Creator dalam strategi Digital Marketing. *Journal Boas: Business, Economics, Accounting And Management*, *2*(02), 59-66. https://doi.org/10.54209/boas.v2i02.282

Yuli Anita, S. Y., Meutia, K. I., Yuntina, L., Fachrial, P., & Widodo, R. E. (2024). Analisis Perilaku dan Kompetensi Generasi Z di Sebuah Perusahaan Dalam Mendukung Keberlangsungan Organisasi. *Jurnal Ilmu Manajemen Terapan (JIMT)., 5(6).* https://doi.org/10.38035/jimt.v5i6

Yuliani, W. (2018). "Metode penelitian deskriptif kualitatif dalam perspektif bimbingan dan konseling." *QUANTA: Jurnal Kajian Bimbingan Dan Konseling Dalam Pendidikan* 2.2 (2018): 83-91. https://doi.org/10.22460/q.v2i1p21-30.642

Yunus Kasim, M., Muslimin, & Dwijaya, I. K. B. (2022). Market reaction to the Covid-19 pandemic: Events study at stocks listed on LQ45 index. *Cogent Business and Management*, *9*(1). https://doi.org/10.1080/23311975.2021.2024979

Zahara, Z., Ikhsan, Santi, I. N., & Farid. (2023). Entrepreneurial marketing and marketing performance through digital marketing capabilities of SMEs in post-pandemic

recovery. *Cogent Business and Management*, *10*(2). https://doi.org/10.1080/23311975.2023.2204592

Zhang, M., & Liu, Y. (2021). A commentary of TikTok recommendation algorithms in MIT Technology Review 2021. In *Fundamental Research* (Vol. 1, Issue 6, pp. 846–847). KeAi Communications Co. https://doi.org/10.1016/j.fmre.2021.11.015