

The Influence of TikTok Social Media Influencers, Brand Image, and Lifestyle on Purchase Interest of Avoskin Skincare Products in Batam City

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Abstract

This research aims For analyze TikTok social media influencers' influence , image brands and lifestyle to interest buy Avoskin skincare products in Batam City. Background behind study based on on rapid the development of TikTok as a digital marketing medium that is utilized company For increase interest consumer to skincare products . Method research used is approach quantitative with method descriptive and verifiable . Data collected through distribution questionnaire to 116 respondents who were Batam City residents aged at least 17 years , active using TikTok, as well as know product Avoskin . Data analysis was carried out using SPSS through test validity , reliability , assumptions classical , regression linear multiple , t -test , F -test , and coefficient determination . Results study show that all over instrument valid and reliable research as well as fulfil assumptions classic . In partial , influential TikTok social media influencer positive and significant to interest buy with mark significance < 0.001 , image brand influential positive and significant with mark significance 0.036, and lifestyle influential positive and significant with mark significance < 0.001 . In general simultaneous , third variables influential positive and significant to interest buy with mark significance < 0.001 . Value coefficient determination (R^2) of 0.693 indicates that 69.3% of the variation interest buy can explained by TikTok social media influencer , Citra brands , and lifestyle . These findings indicate that third factor the own role important in increase interest buy Avoskin skincare products in Batam City.

Keywords: *TikTok Influencers; Brand Image; Lifestyle; Purchase Intention.*

Abstract

This study aims to analyze the influence of TikTok social media influencers, brand image, and lifestyle on consumers' purchase intention toward Avoskin skincare products in Batam City. The research is motivated by the rapid growth of TikTok as a digital marketing platform that is widely utilized by companies to attract consumer interest in skincare products. This study employed a quantitative approach with descriptive and verification methods. Data were collected through questionnaires distributed to 116 respondents who were residents of Batam City, at least 17 years old, active TikTok users, and familiar with Avoskin products. Data analysis was conducted using SPSS through validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, t-test, F-test, and coefficient of determination analysis. The results indicate that all research instruments are valid, reliable, and meet the classical assumption requirements. Partially, TikTok social media influencers have a positive and significant effect on purchase intention with a significant value of < 0.001 , brand image has a positive and significant effect with a significant value of 0.036, and lifestyle has a positive and significant effect with a significant value of < 0.001 . Simultaneously, the three variables have a positive and significant effect on purchase intention with a significance value

of <0.001 . The coefficient of determination (R^2) value of 0.693 indicates that 69.3% of the variation in purchase intention can be explained by TikTok social media influencers, brand image, and lifestyle. These findings demonstrate that the three factors play an important role in increasing consumers' purchase intention toward Avoskin skincare products in Batam City.

Keywords: *TikTok Influencers ; Brand Image; Lifestyle; Purchase Intention.*

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INTRODUCTION

This research is motivated by the rapid growth of social media, particularly TikTok, which serves not only as a means of entertainment but has also evolved into an effective digital marketing platform. Many companies utilize TikTok to promote their products through creative content and collaborations with influencers. One industry that is actively using this platform is the beauty industry, particularly skincare products. In Indonesia, demand for skincare products has increased significantly as public awareness of the importance of maintaining healthy skin grows. Skincare products are no longer seen simply as an aesthetic necessity, but also as part of a modern lifestyle. This situation has encouraged various local skincare brands to compete to attract consumer interest through innovative digital marketing strategies.

The development of the internet and social media has opened up new opportunities in influencer marketing. Influencers have the ability to influence consumer perceptions, attitudes, and decisions because they are perceived as more relatable and trustworthy than conventional advertising. In the context of digital marketing, influencers serve as sources of information that can increase brand awareness, build consumer trust, and drive purchasing interest. Furthermore, social media allows for the rapid and widespread dissemination of information, allowing influencer recommendations to reach many potential consumers quickly. The presence of influencers is becoming increasingly important as today's consumers tend to seek reviews and recommendations before deciding to purchase a product, particularly beauty and skincare products.

Besides the influence of influencers, brand image is a crucial factor influencing consumer purchasing intention. Brand image reflects the perceptions, beliefs, and impressions consumers have of a brand based on their experiences and the information they receive. Brands with a positive image are more likely to gain consumer trust and foster customer loyalty. In the highly competitive skincare industry, brand image is a key differentiator between products. Consumers are typically more interested in purchasing products perceived as high quality, with a trustworthy reputation, and capable of meeting their needs. Therefore, companies need to build a strong brand image through consistent marketing communications, including the use of social media influencers.

Another factor that influences purchasing interest is consumer lifestyle. Lifestyle reflects a person's lifestyle, as demonstrated through their activities, interests, and opinions. Changes in modern lifestyles have made skincare a part of daily life and a symbol of self-care. Consumers tend to choose products that align with their lifestyle, values, and personal preferences. The more a product aligns with a consumer's lifestyle, the more likely they are to be interested in purchasing it. In the context of skincare, consumers consider not only the product's benefits but also how it supports their self-image and the lifestyle they desire.

This research focuses on the local skincare product Avoskin, an Indonesian beauty brand produced by PT AVO Innovation Technology in Yogyakarta since 2014. Avoskin is known as a brand that offers a variety of quality skincare products with safe ingredients and

is suitable for various skin types. Despite gaining popularity nationally, Avoskin's position in the Indonesian skincare market remains below several competing brands such as Scarlett, Somethinc, Skintific, and Azarine. Based on sales data for the best-selling facial serums in Indonesia in August 2022, Avoskin ranked fifth with a market share of 5.75 percent. This condition indicates challenges that the company needs to overcome to increase its competitiveness and consumer purchasing interest in its products.

Batam City was chosen as the research location because the skincare product market is highly competitive and public awareness of the Avoskin brand is relatively low. Many consumers are unfamiliar with Avoskin products or the benefits they offer. Furthermore, Avoskin must compete with various more popular skincare brands that already have a strong customer base. The lack of promotions tailored to the characteristics of the Batam community and the minimal involvement of local influencers are suspected factors contributing to the low consumer interest in Avoskin products. This situation highlights the need for more effective marketing strategies that are relevant to local market needs.

Several other issues also pose challenges for Avoskin in Batam City. One is the potential mismatch between the company's brand image and the lifestyles of local consumers. Furthermore, many consumers still don't understand the advantages and quality of Avoskin products due to a lack of education about their benefits. Distribution is also a concern, as limited product availability can reduce consumer access to purchase. Furthermore, the relatively high price of the product compared to some competitors can be a barrier for some consumers. Therefore, a strategy is needed to increase brand awareness, strengthen a positive image, and tailor product offerings to the needs and preferences of Batam consumers.

In an effort to increase purchasing interest, Avoskin leverages influencers and TikTok's social media features, including live streaming. Through influencers, the company can convey product information in a more engaging and persuasive manner. One influencer who has collaborated with Avoskin is Tasya Farasya, widely recognized as a trusted beauty influencer. Furthermore, TikTok's live feature allows direct interaction between sellers and potential buyers, allowing consumers to obtain more comprehensive product information before making a purchase. This strategy is considered effective because it can increase consumer understanding of the product's benefits, quality, and usage instructions. However, previous research on the influence of influencers and live streaming on purchasing decisions has yielded mixed results, necessitating further research.

Based on this phenomenon, this study aims to analyze the influence of TikTok social media influencers, brand image, and lifestyle on purchasing interest in Avoskin skincare products in Batam City. This study uses a quantitative approach with data collection through questionnaires administered to Batam City residents aged at least 17 years who actively use TikTok and have seen advertisements or information about Avoskin. The study is limited to three main variables: TikTok social media influencers, brand image, and lifestyle, while other factors such as price, product quality, distribution, and customer satisfaction are not the main focus of the study.

This research is expected to provide a deeper understanding of the factors influencing consumer purchasing interest in local skincare products, Avoskin. The results are expected to provide input for companies in designing more effective digital marketing strategies, particularly through the use of TikTok influencers, strengthening brand image, and tailoring products to consumers' lifestyles. In addition to providing practical contributions to companies, this research is also expected to enrich academic studies on consumer behavior, digital marketing, and the influence of social media on purchasing decisions in the Indonesian beauty industry.

METHODOLOGY

This study uses a quantitative approach with descriptive and verification methods to examine the influence of TikTok social media influencers, brand image,

The Influence of TikTok Social Media Influencers, Brand Image, and Lifestyle....

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and lifestyle on purchasing interest in Avoskin skincare products in Batam City. Data were collected through a survey using a questionnaire distributed online via Google Forms to residents of Batam City who are at least 17 years old, actively use TikTok, and are aware of or have seen Avoskin product promotions. The independent variables in this study consist of TikTok social media influencers (X1), brand image (X2), and lifestyle (X3), while the dependent variable is purchasing interest (Y). Influencers are seen as parties capable of influencing consumer perceptions and behavior through shared content, brand image reflects consumer perceptions of Avoskin's quality and reputation, while lifestyle reflects consumers' lifestyle patterns, interests, and attention to self-care and beauty trends. This study used an unlimited population so that the sample size was determined using the Lemeshow formula and resulted in a sample size of 100 respondents. The data used consisted of primary data obtained through questionnaires and secondary data derived from journals, books, and relevant previous research.

Data analysis was conducted using SPSS through several stages, namely descriptive analysis, data quality testing, classical assumption testing, multiple linear regression analysis, and hypothesis testing. Data quality testing included validity and reliability tests to ensure the research instrument was suitable for use. Next, classical assumption testing, including normality, multicollinearity, and heteroscedasticity tests, was conducted to ensure the regression model met statistical requirements. The influence of independent variables on purchase intention was analyzed using multiple linear regression, while the contribution of the independent variables was measured using the coefficient of determination (R^2). Hypothesis testing was conducted using a t-test to determine the effect of each variable partially and an F-test to examine the influence of all three variables simultaneously on purchase intention of Avoskin skincare products. Through this method, the study aims to obtain empirical evidence regarding the extent to which TikTok influencers, brand image, and lifestyle can increase consumer purchase intention of local Avoskin skincare products in Batam City.

RESULTS AND DISCUSSION

Based on the results of the study of 116 respondents, the majority of respondents were female (80.2%), aged 21–25 years (81.9%), had a high school/vocational high school education (72.4%), and were students (81%). Most respondents purchased Avoskin skincare products once a month (47.4%), followed by respondents who purchased 2–3 times per month (44.8%). These characteristics indicate that Avoskin consumers in Batam City are dominated by young people who actively use social media, especially TikTok, and have a high interest in skincare products. This condition shows that TikTok is an effective medium in reaching Avoskin's target market, especially women and the younger generation who actively follow beauty trends and skincare product information through digital platforms.

The descriptive analysis results show that all research variables received positive assessments from respondents. The TikTok Social Media Influencer variable had the highest average value of 4.22, indicating that respondents agreed that influencers play an important role in increasing interest and trust in Avoskin products through their credibility, attractiveness, and interactions. The Brand Image variable obtained an average value of 4.19, indicating that Avoskin is seen as a brand that has

good quality, is easy to remember, and is unique compared to its competitors. The Lifestyle variable obtained an average value of 4.10, indicating that the use of Avoskin products has become part of self-care activities and is in line with respondents' interests in skincare. Meanwhile, the Purchase Intention variable obtained an average value of 4.16, indicating that respondents have a high desire to seek information, consider purchasing, use, and recommend Avoskin products to others. These results indicate that TikTok influencers, positive brand image, and consumer lifestyle play a role in driving purchasing interest in Avoskin skincare products in Batam City.

Table 1. Validity Test of TikTok Social Media Influencers (X1)

Statement	R _{count}	R _{table}	Information
Tiktok influencers convey product information clearly and organized.	0.759	0.1824	Valid
Tiktok influencers look professional and polite when promoting products	0.717	0.1824	Valid
I believe the information conveyed by Tiktok influencers regarding the Product	0.825	0.1824	Valid
The Tiktok influencers I follow provide honest and trustworthy reviews.	0.546	0.1824	Valid
Tiktok influencers actively interact with their followers (e.g. replying to comments/questions)	0.677	0.1824	Valid
The interactions made by influencers make me more interested in the products they recommend.	0.777	0.1824	Valid
Tiktok influencers have an interesting delivery style in promoting products	0.765	0.1824	Valid
The influencer's appeal makes me pay more attention and be more interested in the products being offered.	0.786	0.1824	Valid

Source: Data Processing (2026)

Each statement item used to measure the TikTok Social Media Influencer variable (X1) shows a calculated *r* value higher than the table *r* value of 0.1824, according to the test findings shown in Table 1. This finding indicates that each indication in the research instrument has a solid capacity to measure the variables studied. In other words, each statement item can be considered appropriate and in accordance with the research objectives to convey ideas about a TikTok social media influencer. Consequently, it can be said that each statement item in the TikTok Social Media Influencer variable meets the validity requirements and is considered valid, so it is worthy of being used as a data collection instrument in this study.

Table 2. Brand Image Validity Test (X2)

Statement	R _{count}	R _{table}	Information
I easily remember the Avoskin brand compared to other brands	0.836	0.1824	Valid
I have the impression positive towards the Avoskin brand	0.744	0.1824	Valid
The Avoskin brand has superior quality compared to other brands.	0.795	0.1824	Valid
competitors			
The features and benefits of Avoskin products make it different and stronger in my mind.	0.843	0.1824	Valid
The Avoskin brand has unique characteristics that set	0.788	0.1824	Valid

it apart. from other brands			
Avoskin products offer uniqueness that others don't have by competing brands	0.827	0.1824	Valid

Source : Data Processing (2026)

Each item of statement made For measure variables Image Brand (X2) has calculated r value which is consistent more tall from r table value of 0.1824, according to results the test shown on Table 2. These findings indicate that every indications used in instrument study own strong capacity for catch idea image the brand being researched . In other words, each statement item has capable measure aspect image brand in a way precise and comprehensive . As a result , you can it is said that each statement item in variables Image Brand fulfil standard validity and is considered valid, so that in accordance For used as instrument measurement during procedure data collection and support accuracy analysis in this research .

Table 3. Lifestyle Validity Test (X3)

Statement	R _{count}	R _{table}	Information
I regularly use Avoskin products in my daily skincare activities.	0.818	0.1824	Valid
I became a user of Avoskin products as part of my life	0.825	0.1824	Valid
I have interest in Avoskin skincare products	0.811	0.1824	Valid
I feel that Avoskin products suit my interests in skin care	0.778	0.1824	Valid
I think that Avoskin products have good quality	0.822	0.1824	Valid
I think that Avoskin Products are trusted skincare brand	0.741	0.1824	Valid

Source: Data Processing (2026)

Based on the test results in Table 3 , each statement item created to measure the consumer trust variable has a calculated r value that regularly exceeds the minimum validity requirement of the r table of 0.1824. This higher score indicates that each indicator in the measuring instrument has the capacity to convey the desired idea. In other words, each item has effectively demonstrated its validity in accurately and comprehensively capturing key aspects of the consumer trust variable. To support the robustness and completeness of the data analysis in this study, it can be said that all statements meet the validity requirements and can be considered valid as a measurement instrument.

Table 4. Interest Validity Test (Y)

Statement	R _{count}	R _{table}	Information
I am interested in finding out more information about skincare products. Avoskin via Tiktok or internet	0.816	0.1824	Valid

I often read reviews or view content related to Avoskin products before deciding. buy.	0.844	0.1824	Valid
I started comparing Avoskin products with other products. other skincare brands.	0.786	0.1824	Valid
I feel that Avoskin products are more interesting than other skincare products.	0.785	0.1824	Valid
I have a desire to buy Avoskin skincare products in soon.	0.850	0.1824	Valid
I've been considering spending money on skincare products. Avoskin.	0.881	0.1824	Valid
I am willing to recommend skincare products that I am interested in to others.	0.847	0.1824	Valid
I am interested in sharing my experience or information about Avoskin skincare products with friends or family.	0.795	0.1824	Valid

Source: Data Processing (2026)

Based on the test results in Table 4, each statement item created to measure the purchasing choice variable has a calculated *r* value that is consistently above the minimum validity requirement of the *r* table of 0.1824. This higher score indicates that each indicator in the measuring instrument has the capacity to convey the desired idea. In other words, each item has effectively demonstrated its validity in accurately and comprehensively capturing key aspects of the purchasing decision variable. To support the robustness and highlight the data analysis in this study, it can be concluded that all statements meet the validity requirements and can be considered valid as a measuring instrument.

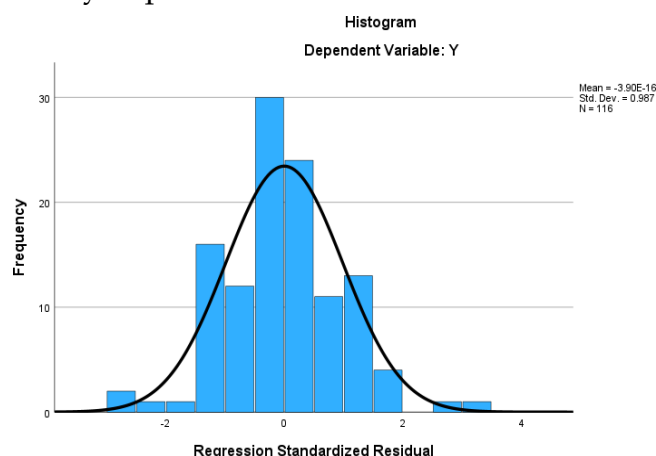
Table 5. Reliability Test

Variables	Alpha Cronbach	N of Item	Information
Influencer Media Social (X1)	0.869	8	Reliable
Media Social (X 2)	0.891	6	Reliable
Style Life (X 3)	0.887	6	Reliable
Interest (Y)	0.931	8	Reliable

Source: Data Processing (2026)

All research variables, including TikTok Social Media Influencers (X1), Brand Image (X2), Lifestyle (X3), and Purchase Intention (Y), have a Cronbach's Alpha value greater than 0.60, according to the reliability test results in Table 5 using the Cronbach's Alpha method. This figure indicates that each research instrument has met the predetermined reliability standards. Each statement item in the research instrument has a high level of internal consistency in assessing the variables studied, according to the Cronbach's Alpha value above the minimum limit. Therefore, it can be said that each statement item in the research variables has been deemed trustworthy and suitable for use as a data collection instrument. Furthermore, the instrument can produce reliable and consistent data. Therefore, it can be said that each statement item

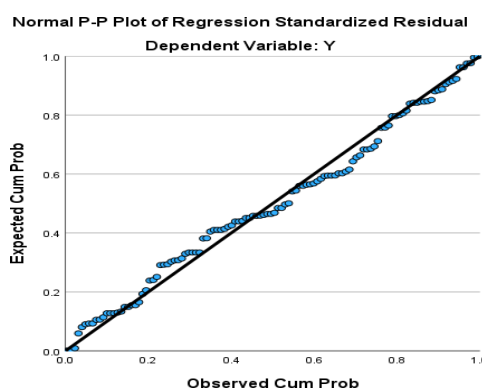
in the research variables has been deemed trustworthy and suitable for use as a data collection tool. The accuracy of the analysis results in this study is further supported by the instrument's ability to produce consistent and reliable data.



Picture 1. Histogram Test Normality

Source: Processing Data (2026)

The results of the normality test using a histogram graph show that the distribution data produce pattern Which approach curve normal or curve bell (bell-shaped curve), as can be seen in Figure 1 below above. In both side curve, frequency gradually decreasing after distribution data appears to be displayed in the center. Furthermore, the data distribution pattern is symmetrical, as there are no significant deviations to the left or right. This requirement indicates that the residuals of the research model have a normal distribution. Thus, it can be said that the assumption of normality in the analysis has been met, allowing the research data to be used in regression and hypothesis testing in the next phase.



Picture 2 Chart Test Normality

Source: Processing Data (2026)

The data distribution points often follow a diagonal line pattern with very close spacing and no signs of significant deviation, according to the findings of the normality test, which is displayed in Figure 4.3 using a Normal PP Plot. The data tend to follow a normal distribution, with no visible distortion in the position of the points, consistent with this regular and dense distribution pattern. Consequently, these findings indicate that the data in these 73 studies meet the assumption of normality,

which is essential for conducting statistical analysis. This conclusion also highlights the fact that the distribution of the studied data is consistent with normally distributed data, which strongly supports the need and validity of additional analysis in the research under study.

Table 6. Kolmogorov-Smirnov 1-Sample Test

		One-Sample Kolmogorov-Smirnov Test	
		Unstandardized Residual	
N		116	
Normal Parameters ^{ab}	Mean	.0000000	
	Std. Deviation	2.82127272	
Most Extreme Differences	Absolute	.073	
	Positive	.073	
	Negative	- .064	
Test Statistics		.073	
Asymp. Sig. (2- tailed) ^c		.183	
Monte Carlo Sig. - (2-tailed) ^d	Sig	.137	
	99% Confidence Interval	Lower Bound	.128
		Upper Bound	.146
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			

Source: Data Processing (2026)

Based on the results of the normality test in the One-Sample Kolmogorov-Smirnov Test Table, the Asymp. sign value (2-tailed) is 0.183. This value is greater than 0.05, so it can be concluded that the research data is normally distributed. Thus, the regression model in this study has met the assumption of normality and is suitable for further testing.

Table 7. Multicollinearity Test

Coefficients ^a		
Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Influencer Media Social (X 1)	.325	3,073
Media Social (X 2)	.516	1,939
Style Life (X 3)	.307	3,262
a. Dependent Variable: Interest buy		

Source: Data Processing (2026)

All independent variables have a Tolerance value greater than 0.10 and a Variance Inflation Factor (VIF) value less than 10, according to the multicollinearity test results in Table 7. This indicates that the independent variables in this study do not exhibit symptoms of multicollinearity. Consequently, the regression model used meets the multicollinearity assumptions and is suitable for further testing.

Table 8. Heteroscedasticity Test

Model	Unstandardized Efficient	T	Sig.
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		B	Std. Error		
1	(constant)	4,335	1,210	3,583	<.001
	Influencer Media Social (X1)	- .060	.061	- .976	.331
	Media Social (X2)	- .042	.064	- .561	.516
	Style Life (X3)	.025	.083	.299	.766
a. Dependent Variables : ABSRES					

Source: Data Processing (2026)

Based on the results of the heteroscedasticity test, each independent variable has a significance value higher than 0.05. This indicates that the regression model does not show any signs of heteroscedasticity and can therefore be tested further.

Table 9. Analysis Regression Linear Multiple

c						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,967	1,865		1,591	.114
	Influencer Social media	.348	.094	.338	3,679	<.001
	Media Social	.210	.099	.155	2.121	.036
	Style Life	.0563	.128	.416	4,399	<.001
a Dependent Variable: Purchase Interest						

Source: Data Processing (2026)

The following regression equation is obtained from the results of multiple linear regression analysis in Table 9:

$$Y = 2.967 + 0.348 X1 + 0.210 X2 + 0.563 X3$$

The constant value of 2.967 means that the Purchase Intention value will be 2.967 if the Social Media Influencer, Social Media, and Lifestyle variables are kept constant. Purchase intention is positively and significantly influenced by social media influencers, according to the Social Media Influencer variable (X1), which has a regression coefficient of 0.348 and a significance value of <0.001. This implies that consumer purchase intention will increase along with the strength of the influence of social media influencers. Purchase intention is positively and significantly influenced by social media, according to the Social Media variable (X2), which has a coefficient value of 0.210 with a significance level of 0.036, which is less than 0.05. This implies that consumers are more likely to make purchases when they use social media more effectively. Conversely, the Lifestyle variable (X3) has a positive and substantial impact on Purchase Intention with a coefficient value of 0.563 at a significance level of <0.001. Consequently, consumer purchase intention increases along with their lifestyle.

Table 10. Analysis of the Coefficient of Determination (R2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.832 ^a	.693	.685	2.85881
a. Predictors: (Constant), Style Life , Media Social, Influencer Media Social				

Source: Data Processing (2026)

Based on the coefficient of determination (R^2) analysis in Table 10, the R^2 value is 0.693. This indicates that 69.3% of the influence on purchase intention can be explained by the variables Social Media Influencer, Social Media, and Lifestyle; the remaining 30.7% can be explained by additional factors not included in this study.

In addition, 68.5% of the dependent variable can be explained by the independent variables after adjustment, according to the Adjusted R^2 value of 0.685. Thus, it can be said that Purchase Intention is highly influenced by independent factors.

Table 11. Partial Test

c						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,967	1,865		1,591	.114
	Influencer Social media	.348	.094	.338	3,679	<.001
	Image Brand	.210	.099	.155	2.121	.036
	Style Life	.0563	.128	.416	4,399	<.001
a Dependent Variable: Purchase Interest						

Source: Data Processing (2026)

The Social Media Influencer variable has a t-value of 3.679 and a significance value of <0.001, which is less than 0.05, according to the test findings in Table 4.18. This indicates that purchase intention is positively and significantly influenced by social media influencers. Consequently, the first hypothesis is approved. The Brand Image variable has a t-value of 2.121 and a significance value of 0.036, which is less than 0.05. This indicates that purchase intention is positively and significantly influenced by social media. Consequently, the second hypothesis is approved. In addition, the Lifestyle variable has a t-value of 4.399 and a significance value of <0.001, which is less than 0.05. This indicates that Purchase Intention is positively and significantly influenced by Lifestyle. Thus, the third hypothesis is approved.

Table 12. Simultaneous Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2065.226	3	688,409	84,232	<.001 ^b
	Residual	915,352	112	8,173		
	Total	22980.578	115			
a Dependent Variable: Purchase Interest						
b Predictors: (Constant), Style Life, Media Social, Social Media Influencer						

Source: Data Processing (2026)

The F-test results in the research table show a significance value of less than 0.05. This indicates that purchase intention is significantly influenced by social media influencers, social media, and lifestyle simultaneously. Therefore, it is believed that purchase intention is simultaneously influenced by all independent variables.

Discussion

The Influence of TikTok Social Media Influencers on Purchase Intention

The TikTok Social Media Influencer variable has a calculated t-value of 3.679 and a significance value of <0.05 , or <0.001 , according to the t-test findings. This indicates that purchase intention is positively and significantly influenced by TikTok social media influencers.

These findings suggest that influencers can use interactive and engaging content on TikTok to attract customers. Influencers can also increase consumer trust in the products they promote, which increases the likelihood of consumers making a purchase. Customers are more likely to make a purchase when an influencer communicates product information in an entertaining and credible manner.

The Influence of Brand Image on Purchase Interest

The Brand Image variable has a significance value of less than 0.05 according to the t-test results, indicating that Brand Image significantly and positively influences Purchase Intention. This indicates that consumers are more likely to purchase a product if it has a positive brand image.

Research findings show that consumers are more likely to purchase well-known brands. A positive brand image can increase customer trust in product quality, giving them greater confidence when making a purchase. Furthermore, well-known brands are more memorable and can potentially have a positive impact on customers.

The Influence of Lifestyle on Purchase Intention

The Lifestyle variable has a calculated t-value of 4.399 and a significance value of <0.05 , or <0.001 , according to the t-test findings. This indicates that Purchase Intention is positively and significantly influenced by Lifestyle.

Research findings show that consumers' lifestyles can influence their purchasing decisions. Customers typically purchase items that align with their needs, hobbies, and current fashion trends. Furthermore, through lifestyle, consumers can express their identity and stay abreast of social trends. Consequently, consumers' purchase intentions increase in line with their lifestyles.

The Influence of TikTok Social Media Influencers, Brand Image, and Lifestyle on Purchase Intention

According to the findings of the simultaneous hypothesis test (F-test), the variables TikTok Social Media Influencer, Brand Image, and Lifestyle collectively have a positive and significant impact on Purchase Intention. A significance value of less than 0.05 indicates this, supporting the research hypothesis. Therefore, the increase in consumer purchase intention is a result of these three independent variables.

Research findings indicate that several interrelated elements work together to influence consumer purchase intentions, not just a single factor. Through imaginative, engaging, and easy-to-understand advertising content, TikTok social media influencers are able to attract customers. Furthermore, influencer-produced content can increase consumer trust in the advertised product, thus stimulating purchase interest.

Furthermore, brand image is a key factor in increasing consumer purchase intention. Customers are more likely to recognize, trust, and remember products with

a positive brand image. Increased purchasing confidence can result from a positive brand image that instills confidence in product quality.

Furthermore, consumers' lifestyles influence their desire to purchase a product. Customers typically purchase items that align with their needs, activities, and current social trends. Customers are drawn to items that enhance their daily needs and appeal as a result of their more sophisticated lifestyles.

These findings indicate that brand image, lifestyle, and TikTok social media influencers significantly impact consumer purchase intentions. To maximize purchase intentions, businesses should consider social media influencer marketing methods, cultivate a positive brand image, and understand consumer lifestyles.

Research Implications

The study's findings indicate that TikTok social media influencers, brand image, and lifestyle positively and significantly influence customer purchase intentions. Therefore, this study offers a strong argument for businesses to create more effective marketing plans to increase customer purchase intentions.

The first conclusion is that businesses should use TikTok social media influencers as a marketing tool to attract customers. By selecting credible influencers, businesses can increase consumer trust in the products they promote. Consumer purchase intention can also be increased through imaginative and engaging promotional content.

The second implication is that businesses need to maintain and enhance their brand image to maintain a positive impression with customers. Consumer trust and confidence in the quality of the products offered can be fostered through a positive brand image. To increase public trust and brand awareness, businesses must focus on marketing communication tactics, service, and product quality.

The final implication is that businesses must understand how customer habits are changing. By understanding consumer desires, behaviors, and trends, businesses can tailor products and marketing tactics to suit their target market. This can help businesses maximize their customers' purchasing power.

Therefore, it is hoped that companies will consider the findings of this study when creating more successful marketing plans to increase consumer interest in making purchases.

CONCLUSION

Based on the results of a study of 116 respondents regarding the influence of TikTok social media influencers, brand image, and lifestyle on purchasing interest in local skincare products Avoskin in Batam City, it can be concluded that TikTok social media influencers, brand image, and lifestyle each have a positive and significant influence on consumer purchasing interest. TikTok influencers have been shown to increase consumer interest and trust in Avoskin products through informative and persuasive content. In addition, a positive brand image also encourages increased purchasing interest because consumers view Avoskin as a quality and trusted product. Consumer lifestyle also plays an important role in shaping purchasing interest, where the use of skincare has become part of people's needs and lifestyles. Simultaneously, these three variables, namely TikTok social media influencers, brand image, and lifestyle, have been shown to have a positive and significant influence on purchasing interest in local skincare products Avoskin in Batam City.

The Influence of TikTok Social Media Influencers, Brand Image, and Lifestyle....

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