

THE INFLUENCE OF TIKTOK BEAUTY REVIEWERS VIDEOS AND INFORMATION PROCESSING ON PURCHASE DECISIONS OF HANASUI LIP PRODUCTS IN MALANG CITY

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Article history: received 10 October 2025; revised 22 October 2025; accepted 24 November 2025

DOI: <https://doi.org/10.33751/jhss.v9i3.11995>

Abstract. Tiktok is one of the most popular social media platforms among many people. Beyond entertainment, it offers educational and beauty-related videos. The app presents a variety of videos, where the tiktok feed shows content that aligns with our preferences. Beauty review are individuals who frequently upload beauty content, such as product reviews and makeup tutorials that follow current trends. The purpose of this study is to determine whether beauty review content influences the information processing of purchasing decisions for Hanasui lip products. The respondents of this study are 100 female university students in Malang City who use Hanasui lip products more than twice. The method used this reaserch is quantitative meth population in this study were early 18-25 years old student in Malang city The results show The results revealed that the combined influence of these factors on *purchase decisions* was 39.1%. The analysis showed that tiktok *Beauty review* (X1) had a significant impact on *purchase decisions* (Y), as indicated by a significance value of 0.000, which is less than 0.05. Similarly, information processing (X2) also exhibited a significant influence on *purchase decisions* (Y), with a significance value of 0.002, less than 0.05. This research provides new insights for beauty product consumers on how to leverage the tiktok platform and encourages consumers to be critical of information before making a purchase.

Keywords: Beauty review; Information Processing; Purchase Decision

I. INTRODUCTION

The rapid development of social media has become a supporter of activities including marketing and promoting a product (Colani & Yuniarti, 2024). In this era, social media is very fast to promote goods or products, namely TikTok (Rante et al., 2024). This is because TikTok has 1.6 billion active users in the fourth quarter of 2022 (Sadjijo et al., 2024).

On TikTok there is a term FYP or commonly known as For Your Page. Namely where the TikTok page presents content that is relevant to our preferences. (Sadjijo et al., 2024). One of the contents that is popular and liked by women is content about beauty. This content shows make-up skills, beauty care, and evaluating beauty products (Xiao, 2023)

Beauty reviews are content that shares information about make-up and beauty products that are currently being used (Pangalila et al., 2021). The emergence of this beauty review is able to influence the trend of how to apply make-up to influence the audience or followers to buy a beauty product that is accompanied by an honest review video (Rivita Nadiatul Islamiyah & Nur Ajizah, 2023).

This is the assumption of the public who considers that a beauty review is someone who is an expert in the world of beauty, because of their ability to provide information sincerely and honestly in recommending a product (Wandini et al., 2023). Beauty reviews often make short videos by promoting cosmetic

products that are popular with women, one of which is lipstick. (Saputri & Setyawati, 2020)

Lip Product is one of the cosmetics used to give hue and color to the lips (Kuswandari et al., 2021). Lip products are also cosmetic products that usually become a woman's identity because of the many color choices that suit the character of each woman. (Wartaka, 2018).

The many brands of lip products on the market, one of which is Hanasui. The Hanasui brand itself introduces various kinds of cosmetics (Isnaini Karima, Rois Arifin, 2023). Hanasui's lip products are popular with the public because the prices are affordable and varied. Hanasui has Lip Products ranging from lip creams and lip tints. Until this Hanasui lip product received the Female Daily Award in the Best Lip Product 2022 category because of its quality, ingredients, texture, color and durability, the Hanasui brand is also liked and has become a favorite lip cosmetic for TikTok beauty review followers. Interest in Hanasui Lip Products makes the beauty review audience inspired by the products being reviewed and look for information on a product before making a purchase. Information Processing is how beauty review observers before making a purchase, namely by comparing existing alternatives (Mujiyana & Elissa, 2013), by looking for positive or negative information from a product, namely, by exposure to short video

displays from beauty reviews can influence the decision to buy a product on lipstick products (Sadjijo et al., 2024)

Consumers will go through the information search process, then prospective consumers or audiences decide whether or not to buy a product introduced by a beauty review or what is commonly called a Purchase decision which literally is a consumer's decision to buy a product that meets consumer desires (Naseri et al., 2024). Purchase decisions are based on positive experiences that allow consumers to make repeat purchases (Tussi Sulistyowati, 2024)

From the many users of the TikTok application and the application has the power to influence individuals visually (Sadjijo et al., 2024), this phenomenon is the background for researchers because more and more people are shopping through the TikTok application. From the description, the researcher wants to know to what extent TikTok beauty reviews can influence information processing on consumer purchase decisions for purchasing lipstick products. This study was conducted, hoping that people would be smarter in choosing and sorting beauty products that are circulating in short video reviews of TikTok beauty reviews, so this study aims to determine how much influence TikTok beauty reviews can influence information processing on consumer purchase decisions for purchasing lipstick products.

II. RESEARCH METHOD

This study focuses on the phenomenon that occurs among female students in Malang who are active TikTok users, especially those who are interested in beauty trends and cosmetic products, especially Hanasui Lip Product products. This study aims to analyze the influence of TikTok beauty reviews on information processing and lipstick product purchasing decisions among female students.

The type of research used is quantitative with a survey method. According to Creswell (2014), a quantitative approach is used to measure the relationship between variables and test hypotheses systematically using numerical data. This approach was chosen because it can provide an objective picture of the influence of beauty reviews on lipstick product purchasing decisions. This study relies on quantitative data collection to analyze the relationship between the variables studied.

The population in this study were female students in Malang who were active TikTok users. The researcher selected a sample of 100 female students aged 18-25 years who were studying in Malang. This sample was selected using a purposive sampling technique, namely a sample that was deliberately selected based on certain criteria, such as being an active TikTok user who was influenced by beauty review videos. According to Sugiyono (2017), purposive sampling technique is used to select respondents who have certain characteristics that are relevant to the research objectives, so that the results are more focused and representative.

Data collection was carried out through a questionnaire consisting of three main instruments. The first instrument aims to measure the influence of TikTok beauty reviews on viewers, using a Likert scale consisting of 16 items. This scale ranges from 1 (Strongly Disagree) to 4 (Strongly Agree), and the items

are designed to assess how much influence beauty review content has on audience attitudes and perceptions. An example of an item is "The speaking style of a TikTok beauty reviewer is convincing." This is in line with Arikunto's opinion (2010) which states that the Likert scale is often used in social research to measure individual attitudes, perceptions, and opinions.

The second instrument is to measure cognitive information processing (CIP), which aims to assess whether the information conveyed in TikTok beauty review videos can influence the audience's information processing process. According to Engel, Blackwell, and Miniard (2005), cognitive information processing focuses on how individuals process the information received and how that information can influence purchasing decisions. This instrument involves three main dimensions: a person's attitude behavior in seeking information, using the information found, and sharing information with others. One example of an item is "Does the lip product match the texture, color, and pigmentation?"

The third instrument aims to measure purchasing decisions made by the audience after being exposed to TikTok beauty review videos. The dimensions measured in this instrument include product type decisions, brand decisions, place of purchase decisions, product quantity decisions, purchase time decisions, and payment method decisions. The Likert scale used in this instrument ranges from 1 (Strongly Disagree) to 4 (Strongly Agree). One example of an item is "Will you make a repeat purchase if the texture, color, and pigmentation match?" Purchasing decisions, according to Kotler and Keller (2016), are influenced by various factors, including previous experience, information received, and external influences such as social media.

The data collected will be analyzed using descriptive statistical techniques to describe the characteristics of respondents and the frequency of answers to each questionnaire item. According to Sekaran (2003), descriptive analysis is used to provide an overview of the data collected, making it easier for researchers to draw initial conclusions. In addition, inferential analysis, such as regression tests, will be used to test the effect of TikTok beauty reviews on information processing and purchasing decisions for lipstick products. Regression tests were chosen because according to Hair et al. (2010), this technique is effective for testing the causal relationship between independent and dependent variables in quantitative research. The results of the study are expected to provide insight into how TikTok beauty reviews affect the information processing process and purchasing decisions for lipstick products, especially Hanasui Lip Products. This study is also expected to provide an overview of how much influence TikTok has in shaping consumer purchasing decisions, especially among female students who actively use social media.

III. RESULT AND DISCUSSION

Normality Test

The normality test is conducted with the aim of testing whether the variables are normally distributed with the regression model, a good regression model has a normal data

distribution. The use of non-parametric Kolmogorov-Smirnov is one way that can produce a normal data distribution if the table shows a probability value > 0.05 it can be concluded that the data is normally distributed, and vice versa if the probability value < 0.05 , it is concluded that the data is not normally distributed.

Table 1. Normality Test

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			100
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		1.63030702
Most Extreme Differences	Absolute		.078
	Positive		.078
	Negative		-.030
Test Statistic			.078
Asymp. Sig. (2-tailed)			.137 ^c

- a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

From table 1 the results of the normality test above, the Asym. Sig (2-tailed) value is $0.137 > 0.05$. So the data, it can be concluded that the data is normally distributed.

Multicollinearity Test

The purpose of a multicollinearity test is to determine whether the regression model can be used to determine the relationship between independent variables and others. The regression relationship is said to be well distributed if there is no unrelated relationship between variables. The value used to indicate multicollinearity is the tolerance value > 0.10 or the same as $VIF < 10$.

Table 2. Multicollinearity Test

Coefficients ^a								
Model		Unstandardized Coefficients	Standardized Coefficients			Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	3.705	1.975		1.877	.064		
	X1	.232	.057	.384	4.049	.000	.682	1.466
	X2	.308	.088	.333	3.510	.001	.682	1.466

a. Dependent Variable: Y

Source: SPSS Processing Results

From table 2, the results of the multicollinearity test obtained a tolerance value for the TikTok Beauty review variable (X1) of 0.682 and a VIF of 1.466. The Information Processing variable (X2) produced a tolerance value of 0.682 and a VIF of 1.466. It can be concluded that if the independent variable produces a tolerance value of more than > 0.1 and a VIF of less than < 10 , it can be said that the multicollinearity assumption has been met or there is no multicollinearity.

F Test (Simultaneous)

The purpose of this F test is to compare the calculated f value with the f table and the significance value of 0.05, if the calculated $f > f$ table then the hypothesis is accepted and if the significance value < 0.05 then the hypothesis is accepted, which

can be concluded that there is a significant influence between the independent variables simultaneously or together.

Table 3. F Test

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	177.908	2	88.954	32.792	.000 ^b
	Residual	263.132	97	2.713		
	Total	441.040	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

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significance value of the F test results of $0.000 < 0.05$, then the F test (simultaneous) TikTok beauty review variables and Information Processing have a significant and simultaneous (together) effect on the purchase decision variable for purchasing Hanasui Lip Products

T Test (Hypothesis)

The T test was conducted to show how much influence the independent variables individually have in explaining the dependent variable. The significance of this test is 5% or 0.05. If $t \text{ count} > t$ table, then it has an effect, and if $t \text{ count} < t$ table, then it has no effect.

Table 4. F Test

Coefficients^a

		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	3.705	1.975		1.877	.064		
	X1	.232	.057	.384	4.049	.000	.682	1.466
	X2	.308	.088	.333	3.510	.001	.682	1.466

a. Dependent Variable: Y

Source: SPSS Processing Results

Based on the analysis results from table 4 on the BeautyVlogger TikTok variable (X1), a significance value of $0.000 > 0.05$ was obtained, so it can be concluded that the Beauty review TikTok variable (X1) has a significant effect on purchase decisions (Y)

In Information processing (x2), a significant value of $0.002 > 0.05$ was obtained. So it can be concluded that the information processing variable (X2) has a significant effect on Purchase decisions (Y)

Determination Coefficient Test

The determination coefficient test aims to estimate how much to identify the dependent variable. The determination coefficient value is as follows:

Table 5. Determination Coefficient Test

No	R-Square	Criteria
1	0% - 25%	Weak
2	26% - 50%	Medium
3	51% - 75%	Strong
4	76% - 100%	Very Strong

Source: R-Square Criteria Ridwan, (2015)

Table 6.
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.635 ^a	.403	.391	1.64703

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Source: SPSS Processing Results

Based on the analysis results from table 6, the Adjusted R Square value from the processing of Path Analysis model 1 data, namely the influence of TikTok Beauty review (X1) and Information Processing (X2), on Purchase Decision (Y) is 0.391 or 39.1%. This result can be concluded that the ability of the TikTok Beauty review and Information Processing variables in the Purchase decision variable (Y) is 39.1% while the remaining 60.9% is influenced by other variables not discussed in this study. Thus, the test results submitted are categorized as moderate.

The influence of TikTok Beauty reviews on purchase decisions, the T-test results show a significance value of TikTok Beauty reviews (X1) of 0.000 and a calculated t of 4,049. Based on a significance value of more than 0.05 and a calculated t of more than t table of 1,984, it can be interpreted that H1 can be accepted. Because TikTok Beauty reviews (X1) have a positive and significant influence on the purchase decision of Hanasui lip products. A positive and significant influence if the delivery of beauty reviews in the TikTok application is better, it will influence consumers in making purchase decisions. And this study is in line with research conducted by (Kurdi et al., 2022) which states that consumer habits after seeing TikTok reviews through Beauty reviews, this is influenced by trust, communication and the attractiveness of a beauty product. Beauty reviews to influence consumer attitudes to make purchases. This is in line with this study because TikTok videos uploaded by Beauty Vloggers significantly influence information processing to make Purchase decisions. From the explanation above, it can be interpreted that the TikTok Beauty review video has a big impact on the purchase of Hanasui brand lip products among female students and influences the purchase decision on Hanasui Lip Products. It can be concluded that Hanasui brand lip products are easy to remember because of their quality and affordable prices, which is why they are very popular with consumers, especially female students in Malang.

The influence of Information processing on purchase decisions is shown by the hypothesis test value between Information Processing (X2) and Purchase decision (Y) which can be seen from the SPSS calculation. With the Ho rejection criterion, if t count > t table of 3,510 by taking a significance level of α of 5% and a df value of 97, a t table of 1,984 is obtained so that t count > t table or can be seen from the sig value. which is 0.001 which is smaller than $\alpha = 0.05$. Thus Ho is rejected and Ha is accepted, which means that information processing (X2) has an effect on purchase decisions (Y).

This is supported by the acquisition of interesting information, from good beauty reviews, insight into cosmetics can affect our cognition. In the theory studied by (Teofilus et al., 2020) it is stated that the human brain is able to receive information from various inputs and stimuli that will be stored in sensory memory. This can help consumers to categorize, compare and combine some of the information that has been obtained.

This theory explains how consumer behavior in cognitive perception influences purchase decisions by simply watching video reviews and reading reviews related to a product. Then consumers will analyze and describe the information obtained (Zubaidah & Latief, 2022).

IV. CONCLUSIONS

This study shows that TikTok Beauty review has an effect on the purchase decision of Hanasui Lip Product. This is because the information processing obtained by consumers from the TikTok beauty review video is considered appropriate and suitable for female students who use Hanasui Lip product. Therefore, from interesting videos and beauty reviews that can be trusted, consumers will tend to buy the reviewed product, it can be concluded that TikTok Beauty review is considered to be able to provide useful and interesting information to encourage consumers to make purchases. This study also shows that the information processing obtained by consumers has an effect on the purchase decision. This means that the completeness of the Hanasui Lip product information provided by the TikTok beauty review is quite appropriate and detailed so that it can influence consumer purchasing decisions. Therefore. The completeness of the information received in the Hanasui Lip Product video review must innovate or follow the latest trends so that it looks unique and attracts the purchasing power, especially for Malang female students. For further research, it is expected that this research will be a reference for further research, and it is expected to develop the latest variables in order to obtain varied results and use different research objects and cosmetics from different brands.

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