



The Influence of TikTok Promotion Effectiveness on Purchase Intention of Dear Me Beauty Products in Indonesia with Consumer Trust as a Mediating Variable

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ABSTRACT

This study aims to analyze the effect of interactivity, hedonic motivation, and informativeness on purchase intention of Dear Me Beauty products on TikTok Shop, with consumer trust as a mediating variable. The population of this study consists of prospective consumers who are aware of the Dear Me Beauty brand in Indonesia and are TikTok users. The sample consisted of 200 respondents, selected using a non-probability sampling method with a purposive sampling technique. Data were collected through an online questionnaire and analyzed using Structural Equation Modeling (SEM) with SmartPLS software. The results show that: (1) interactivity has a significant effect on purchase intention; (2) hedonic motivation has a significant effect on purchase intention; (3) informativeness has a significant effect on purchase intention; (4) interactivity has a significant effect on consumer trust; (5) hedonic motivation has a significant effect on consumer trust; (6) informativeness has a significant effect on consumer trust; (7) purchase intention has a significant effect on consumer trust; (8) consumer trust mediates the relationship between interactivity and purchase intention; (9) consumer trust mediates the relationship between hedonic motivation and purchase intention; and (10) consumer trust mediates the relationship between informativeness and purchase intention, all with respect to Dear Me Beauty products.

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1. INTRODUCTION

The development of digital technology has changed the way companies market products to consumers. One of the biggest changes has occurred in the use of social media as a means of promotion and marketing communication. Social media functions not only as a means of communication, but also as a marketing platform capable of influencing consumer behavior, including in shaping purchase intention toward a product. Through social media, companies can convey product information, build relationships with consumers, and increase consumer interest in the products being promoted (Wijaya & Berlianto, 2020).

TikTok, as one of the social media platforms, plays a significant role in digital marketing activities. Through its interactive and creative short-video sharing feature, TikTok is able to become an effective promotional medium for companies in reaching consumers, especially the younger generation (Saputra et al., 2024). The effectiveness of promotion carried out through TikTok has a positive influence on consumer purchase intention (Farida & Anggraeni, 2024). This shows that the more attractive, informative, and interactive the promotion displayed in TikTok content, the higher consumers' interest or intention to purchase a product.

In the context of digital marketing on TikTok, promotion effectiveness can be seen from several important factors, namely interactivity, hedonic motivation, and informativeness. Interactivity refers to the extent to which a digital platform allows users to actively participate in two-way communication and influence the flow of advertising messages; on TikTok, this is reflected in features such as duets, stitches, and real-time challenges that allow users to respond, create remixes, or comment on branded content (Rawangngam et al., 2025). Hedonic motivation relates to the feelings of pleasure and satisfaction consumers experience when using a digital platform, so that the greater the pleasure felt, the higher the likelihood of consumers making an online purchase (Sharifi et al., 2019). Meanwhile, informativeness is the ability of a promotion to provide useful and relevant information about a product, not only in terms of quantity but also quality and relevance, such as product usage demonstrations, in-depth reviews, and comparisons with competing products (Rahmawati et al., 2025).

One of the industries that utilizes social media as a means of promotion is the beauty industry. The use of social media allows consumers to easily access product information, assess its quality, and become interested in buying. Through platforms such as Instagram, TikTok, and Facebook, beauty brands can promote their products visually and interactively (Chrisavira, Suryanto, & Chan, 2025). Data show that the beauty and personal care category ranks second highest among products most sought after by consumers when shopping online, after the fashion category, reflecting the high interest of Indonesian society in appearance and self-care as part of a modern lifestyle (Central Statistics Agency, 2023).

Dear Me Beauty is a local beauty brand that has grown within Indonesia's cosmetics industry. This brand produces halal-certified makeup and skincare products, founded by Nikita Wiradiputri under PT Garland Cantik Indonesia since 2017, and has succeeded in attracting widespread consumer attention, particularly in 2020 (Tamher et al., 2024). This success was also marked by the Best of Beauty Awards 2021 from Female Daily Network in the Best Face Makeup Remover category, with its cleansing balm product selling 431 units that year (Female Daily Network, 2021).

Although it has been present since 2017, competition in the beauty industry in 2025 shows that Dear Me Beauty still faces challenges in improving its market position. Skintific, which

only entered the market in 2021, has consistently ranked among the best-selling beauty brands on various Indonesian e-commerce platforms and leads the beauty and skincare category, while Dear Me Beauty has not yet achieved an equivalent level of market dominance and excels more in certain product categories, such as lip tint (Compas Market Insight, 2025). Based on 2025 E-Commerce & Market Analysis data, Dear Me Beauty ranks fifth among the most widely used local cosmetic brands in Indonesia, with a share of 2.5% of respondent users, as shown in Figure 1. This phenomenon is interesting to study because a brand that has been present on social media longer should have a stronger follower base and level of interaction, so the large number of competitors requires Dear Me Beauty to focus its marketing strategy more sharply in order to increase purchase intention and sales.



Figure 1. List of Most Used Local Cosmetic Brands in Indonesia

Dear Me Beauty applies a hybrid marketing system through offline channels (such as Watsons and Sociolla) as well as online channels, with official accounts on Instagram, Twitter, TikTok, and Facebook, and e-commerce channels such as Sociolla, Shopee, and Tokopedia. Through its official TikTok account, Dear Me Beauty actively shares product usage tutorial content, reviews, skincare tips, and promotional campaigns with beauty content creators, which also increases consumer engagement through comments, likes, shares, and participation in various trends. However, the success of promotion on social media is not solely determined by content quality, but also by the level of consumer trust in the brand being promoted. In digital marketing, consumers tend to be more cautious in making purchasing decisions because they cannot see and assess products directly, so trust needs to be built through clear information, positive interaction, and good experiences with the brand. Thus, the effectiveness of promotion through TikTok is presumed not only to directly affect purchase intention, but also to work through increased consumer trust as a mediating mechanism.

Although Dear Me Beauty has actively used TikTok as a promotional medium, this condition has not yet been fully able to optimally increase consumer purchase intention. Consumers now no longer only consider the frequency of promotion, but also assess whether the content presented is able to build interaction (interactivity), provide an enjoyable experience (hedonic motivation), and present clear and relevant information (informativeness). Therefore, further research is needed on the effect of TikTok promotion effectiveness on purchase intention of Dear Me Beauty products in Indonesia with consumer trust as a mediating variable.

Based on the description above, this study aims to analyze the effect of interactivity, hedonic motivation, and informativeness on purchase intention of Dear Me Beauty products on TikTok Shop, with consumer trust as a mediating variable, in order to provide strategic input for Dear Me Beauty in optimizing digital promotion amid increasingly tight competition in the local cosmetics industry.

2. METHOD

2.1 Research Type and Methodology

This study uses a quantitative approach with a causal design to test cause-and-effect relationships between variables. This study analyzes the effect of interactivity (X1), hedonic motivation (X2), and informativeness (X3) as independent variables on purchase intention (Y) as the dependent variable, with consumer trust (Z) as a mediating variable, among prospective consumers of Dear Me Beauty products in Indonesia. Data were collected through a survey using a five-point Likert scale questionnaire, ranging from "Strongly Disagree (1)" to "Strongly Agree (5)".

2.2 Population and Sample

The population in this study is all TikTok users in Indonesia who know or have seen promotions of Dear Me Beauty products on TikTok, because this group is considered able to provide an assessment of the effectiveness of TikTok promotion and its effect on purchase intention.

Sampling was carried out using a non-probability sampling technique with the purposive sampling method, based on the following criteria: (1) respondents actively use the TikTok application; (2) have purchased Dear Me Beauty products; and (3) have seen promotions or content of Dear Me Beauty on TikTok. The sample size was determined based on the guidelines of Hair et al. (2019), namely a multiple of 10 of the number of research indicators. With 20 indicators, the sample size was calculated as follows: Sample Size (N) = Number of Indicators $\times$ 10 = 20 $\times$ 10 = 200 respondents. Thus, the sample size in this study is 200 respondents.

2.3 Measurement

All variables were measured using a questionnaire with a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree). The interactivity variable (X1) was measured using indicators from Jiang et al. (2010), including the effectiveness of gathering feedback, closeness to consumers, encouragement of feedback provision, intensity of interaction, and two-way communication. The hedonic motivation variable (X2) was measured using indicators from Alalwan et al. (2018), including the excitement, pleasure, and entertainment felt from social media advertising. The informativeness variable (X3) was measured using indicators from Logan et al. (2012), including the quality and relevance of information sources, timeliness, currency, convenience, and completeness of product information. The consumer trust variable (Z) was measured using indicators from Oliveira et al. (2017), including seller competence, integrity, and benevolence. The purchase intention variable (Y) was measured using indicators from Duffett (2015), including willingness to buy, consideration to buy, tendency to buy, and plans to buy the promoted product.

2.4 Data Analysis

The collected data were analyzed in two stages. First, descriptive analysis was used to describe respondent characteristics and response tendencies for each research variable, by

calculating response percentages, mean values, and the Respondent Achievement Level (TCR), which was interpreted using Arikunto's criteria (2022): very strong (81-100%), strong (61-80%), sufficient (41-60%), weak (21-40%), and very weak (0-20%).

Second, inferential statistical analysis was carried out using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with the help of SmartPLS 4.0 software. PLS-SEM was chosen because it is suitable for small to medium sample sizes, is able to simultaneously test cause-and-effect relationship models among independent, dependent, and mediating variables, and does not require normally distributed data (Hussein, 2015; Hair et al., 2019). The analysis was carried out in two stages: (1) evaluation of the measurement model (outer model) through convergent validity (outer loading > 0.7), discriminant validity (cross loading), composite reliability (> 0.7), Average Variance Extracted/AVE (> 0.5), and Cronbach's Alpha (> 0.6); and (2) evaluation of the structural model (inner model) through the coefficient of determination (R^2) to test the research hypotheses, with a T-statistic significance criterion > 1.96.

3. RESULTS AND DISCUSSIONS

3.1. Results

a. Convergent Validity

Convergent validity testing was carried out to determine the extent to which the indicators in a construct can explain the same latent variable. The testing in this study follows the criteria proposed by Hair et al. (2019), namely that an indicator is considered to meet validity if it has an outer loading value ≥ 0.70 and an Average Variance Extracted (AVE) value greater than 0.50.

In the outer loading test, all indicators for each research variable interactivity, hedonic motivation, informativeness, consumer trust, and purchase intention showed values above the minimum threshold from the initial testing, so no indicator elimination was required by Alalwan et al. (2018). The final outer loading results from the SmartPLS analysis in this study are presented in Table 1 below.

Table 1. Outer Loading of the Convergent Validity Test

Statement	<i>Hedonic Motivation</i>	<i>Informativeness</i>	<i>Interactivity</i>	<i>Consumer Trust</i>	<i>Purchase Intention</i>
HM1	0.774				
HM2	0.740				
HM3	0.823				
IF1		0.951			
IF2		0.979			
IF3		0.982			
IF4		0.974			
IF5		0.847			
IT1			0.717		
IT2			0.707		
IT3			0.737		
IT4			0.739		
IT5			0.751		

Statement	<i>Hedonic Motivation</i>	<i>Informativenees</i>	<i>Interactivity</i>	Consumer Trust	<i>Purchase Intention</i>
KK1				0.937	
KK2				0.964	
KK3				0.930	
KK4				0.921	
KK5				0.958	
KK6				0.960	
PI1					0.793
PI2					0.898
PI3					0.815
PI4					0.913

Source: Primary Data 2026

Discriminant validity can be observed from the cross loading value of each variable's indicators. This finding is in line with Duki, Namuri, and Hartadi (2025), whose PLS-SEM study on online purchase intention also confirmed that all constructs met the discriminant validity requirement through cross-loading and Fornell-Larcker criteriaas presented in Table 2.

Table 2. Cross Loadings Model Output

Statement	<i>Hedonic Motivation</i>	<i>Informativenees</i>	<i>Interactivity</i>	Consumet Trust	<i>Purchase Intention</i>
HM1	0.774	0.368	0.439	0.432	0.424
HM2	0.740	0.363	0.489	0.336	0.442
HM3	0.823	0.331	0.533	0.365	0.437
IF1	0.411	0.951	0.466	0.502	0.360
IF2	0.449	0.979	0.482	0.485	0.369
IF3	0.439	0.982	0.480	0.477	0.363
IF4	0.428	0.974	0.476	0.516	0.362
IF5	0.425	0.847	0.549	0.530	0.360
IT1	0.492	0.399	0.717	0.488	0.420
IT2	0.391	0.346	0.707	0.383	0.464
IT3	0.427	0.395	0.737	0.456	0.451
IT4	0.496	0.344	0.739	0.402	0.408
IT5	0.472	0.408	0.751	0.395	0.421
KK1	0.458	0.477	0.535	0.937	0.373
KK2	0.465	0.512	0.543	0.964	0.397
KK3	0.438	0.531	0.555	0.930	0.399
KK4	0.484	0.487	0.566	0.921	0.406
KK5	0.446	0.510	0.555	0.958	0.405
KK6	0.467	0.494	0.559	0.960	0.416
PI1	0.480	0.415	0.579	0.372	0.793
PI2	0.482	0.270	0.483	0.327	0.898
PI3	0.426	0.278	0.449	0.348	0.815
PI4	0.509	0.334	0.504	0.394	0.913

Table 2 shows the correlation coefficient of each pattern, where the correlation between an indicator and its related variable is much higher than with other (external) variables, obtaining a score greater than 0.7. This correlation pattern indicates that each indicator has adequate discriminating ability with respect to other constructs, so the measurement model in this study is declared to meet the discriminant validity criteria. Figure 2 below presents the path diagram of all indicators.

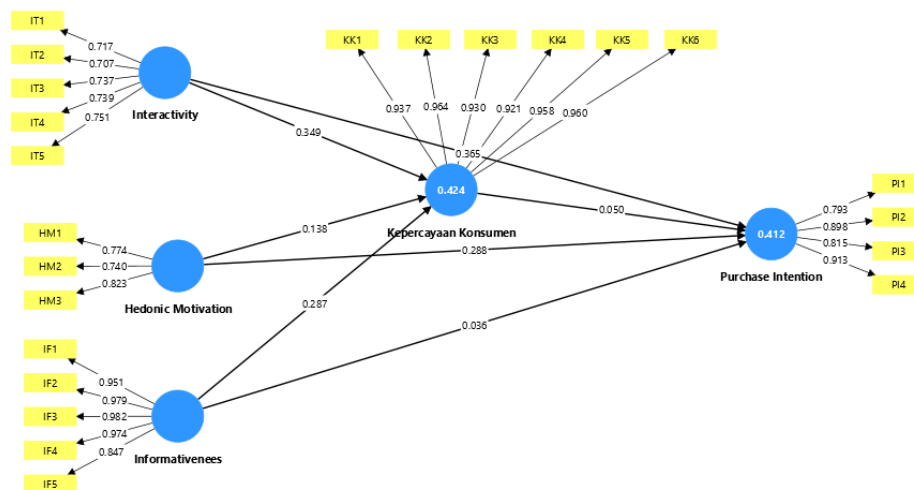


Figure 2. Data Processing Results

The AVE value for each variable also meets the convergent validity standard. In addition, all variables show an AVE value greater than 0.50, indicating that the research constructs meet the convergent validity requirements, as shown in Table 3.

Table 3. AVE Results

	Average Variance Extracted (AVE)
<i>Interactivity</i>	0.530
<i>Informativenees</i>	0.902
<i>Hedonic Motivation</i>	0.637
<i>Consumet Trust</i>	0.891
<i>Purchase Intention</i>	0.756

Source: Primary Data 2026

The test results show that all variables have an AVE value greater than 0.50, so it can be concluded that the convergent validity of all constructs has been met (Hair et al., 2019). In addition, the discriminant validity test results through cross loading values show that the correlation coefficient of each indicator with the variable it measures is greater than its correlation with other variables, so the measurement model in this study is declared to meet the discriminant validity criteria.

b. Reliability

Reliability testing was carried out by examining the Cronbach's Alpha and Composite Reliability values, with the criterion that a construct is declared reliable if it has a Cronbach's Alpha and Composite Reliability value > 0.70 (Hair et al., 2021). The test results are presented in Table 4.

Table 4. Cronbach's Alpha and Composite Reliability

	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>
<i>Interactivity</i>	0.779	0.849
<i>Informativenees</i>	0.972	0.979
<i>Hedonic Motivation</i>	0.715	0.840
<i>Consumer Trust</i>	0.975	0.980
<i>Purchase Intention</i>	0.891	0.925

Source: Primary Data 2026

Based on the test results, all constructs have values above the specified minimum threshold, so the research instrument is declared reliable and consistent in measuring the research variables.

c. Structural Model and R-Square

Structural equation modeling was carried out to measure the ability of the independent variables to explain the dependent variable using the R-Square (R^2) value. The results are presented in Table 5.

Table 5. R-Square

	<i>R-square</i>	<i>R-square Adjusted</i>
Consumer Trust	0.561	0.555
<i>Purchase intention</i>	0.875	0.873

Source: Primary Data 2026

Based on Table 5, interactivity, hedonic motivation, and informativeness together explain 56.1% of the variance in consumer trust ($R^2 = 0.561$), while these three variables together with consumer trust explain 87.5% of the variance in purchase intention ($R^2 = 0.875$). The adjusted R^2 value, which is close to the R^2 value, indicates that the structural model is stable and has good predictive power.

d. Hypothesis Test

Hypothesis testing was carried out through a bootstrapping procedure in SmartPLS, with the criterion that a hypothesis is accepted if the T-statistic value > 1.96 and the P-value < 0.05 . The hypothesis test results are presented in Table 6.

Table 6. Path Coefficient Output

	Original sample (o)	Sample mean (M)	Standard Devition (STDEV)	T Statistics (O/STDEV)	P values
IT→PI	0.365	0.369	0.081	4.534	0.000
HM→PI	0.288	0.288	0.085	3.404	0.000
IF→PI	0.136	0.135	0.168	1.955	0.000
IF→KK	0.287	0.285	0.063	4.555	0.000
IT→KK	0.349	0.345	0.078	4.502	0.000
HM→KK	0.138	0.146	0.073	1.897	0.029
KK→PI	0.222	0.233	0.080	2.781	0.003
IT→KK→PI	0.200	0.199	0.087	2,301	0.011
IF→KK→PI	0.132	0.140	0.058	2.269	0.012
HM→KK→PI	0.595	0.596	0.116	5.154	0.000

Source: Primary Data 2026

1. Interactivity Has a Positive and Significant Effect on Purchase Intention

Based on the analysis results, it was found that interactivity has a positive and significant effect on purchase intention. This is indicated by a path coefficient value of 0.365, a T-statistic value of $4.534 > 1.96$, and a P value of $0.000 < 0.05$. Thus, the first hypothesis is accepted. This means that the higher the level of interactivity perceived by consumers when viewing Dear Me Beauty's promotional content on TikTok, the higher their purchase intention for Dear Me Beauty products.

This finding is in line with the research of Wang, Cheung, Chai, & Liu (2024), which states that the ability of a digital system to create responsive, personal two-way communication and to actively involve users in the interaction process can increase user engagement, which ultimately positively affects purchase intention. In the context of Dear Me Beauty, consumers not only pay attention to product quality, but also appreciate the experience of interacting with the brand on TikTok; quick and responsive interaction regarding questions about products, promotions, and usage instructions increases consumer confidence, so that the tendency to buy becomes higher.

2. Hedonic Motivation Has a Positive and Significant Effect on Purchase Intention

The research results show that hedonic motivation has a positive and significant effect on purchase intention, with a path coefficient value of 0.288, a T

value of $3.404 > 1.96$, and a P value of $0.000 < 0.05$. Thus, the second hypothesis is accepted. These results show that the higher the level of hedonic motivation perceived by consumers when viewing Dear Me Beauty's promotional content on TikTok, the higher consumers' purchase intention.

This result is in line with the research of Soebandhi et al. (2023), which states that hedonic motivation has a positive effect on purchase intention because an enjoyable experience can strengthen consumers' emotional attachment to a product, thereby encouraging the desire to buy. In the context of TikTok, hedonic motivation can arise from creatively and aesthetically packaged content, such as unboxing videos and get-ready-with-me trends, which are synonymous with Dear Me Beauty's communication style; the pleasure consumers feel when consuming such content creates a positive emotional association with the brand, which ultimately strengthens the desire to own the featured product.

3. Informativeness Has a Positive and Significant Effect on Purchase Intention

Based on the analysis results, it was found that informativeness has a positive and significant effect on purchase intention, with a path coefficient value of 0.136, a T value of 1.955, and a P value of $0.000 < 0.05$. Thus, the third hypothesis is accepted, although the T-statistic value is right at the critical threshold, so the relationship between the two variables is classified as significant but relatively weak compared to the effects of interactivity and hedonic motivation.

This finding is in line with the research of Hanifa and Gulo (2024), which states that informativeness conveyed through social media, whether from the brand or from influencers, plays an important role in shaping consumer perceptions of a product; clear, relevant, and easy-to-understand information helps consumers evaluate products, thereby increasing their confidence to buy. In the context of Dear Me Beauty, the information conveyed through TikTok has been able to help consumers get to know the product better; however, compared to interactivity and enjoyable experiences, product information is not the main factor driving consumer purchase intention.

4. Interactivity Has a Positive and Significant Effect on Consumer Trust

The research results show that interactivity has a positive and significant effect on consumer trust, with a path coefficient value of 0.349, a T value of $4.502 > 1.96$, and a P value of $0.000 < 0.05$. Thus, the fourth hypothesis is accepted. This means that the higher the level of interactivity perceived by consumers when viewing Dear Me Beauty's promotional content on TikTok, the higher consumers' trust in Dear Me Beauty.

This finding is in line with the research of Zulkifli (2025), which states that the higher the level of interactivity perceived by consumers, the stronger their trust in the brand, because active and responsive communication creates a perception of honesty and closeness between the company and consumers. When Dear Me Beauty consumers can interact directly through comments, messages, or other communication features on TikTok, they feel closer to the brand, thereby increasing their trust in the products offered.

5. Hedonic Motivation Has a Positive and Significant Effect on Consumer Trust

Based on the analysis results, it was found that hedonic motivation has a positive and significant effect on consumer trust, with a path coefficient value of 0.138, a T value of 1.897, and a P value of $0.029 < 0.05$. Thus, the fifth hypothesis is

accepted, although the T-statistic value is very close to the critical threshold, so its effect is classified as marginally significant and relatively limited compared to the effects of interactivity and informativeness on consumer trust.

This result is in line with the research of Faruq et al. (2024), which states that hedonic motivation, or the pleasure of shopping online, can create an enjoyable experience that generates positive emotions, thereby strengthening a sense of comfort and increasing consumers' online trust in the platform. The positive emotions formed during the consumption of Dear Me Beauty's content are not only temporary but also help shape consumers' long-term cognitive schema, so that repeated enjoyable experiences strengthen the belief that the brand can be relied upon.

6. Informativeness Has a Positive and Significant Effect on Consumer Trust

The research results show that informativeness has a positive and significant effect on consumer trust, with a path coefficient value of 0.287, a T value of $4.555 > 1.96$, and a P value of $0.000 < 0.05$. Thus, the sixth hypothesis is accepted. This means that the higher the level of informativeness perceived by consumers when viewing Dear Me Beauty's promotional content on TikTok, the higher consumers' trust in Dear Me Beauty.

The research results show that informativeness has a positive and significant effect on consumer trust, with a path coefficient value of 0.287, a T value of $4.555 > 1.96$, and a P value of $0.000 < 0.05$. Thus, the sixth hypothesis is accepted. This means that the higher the level of informativeness perceived by consumers when viewing Dear Me Beauty's promotional content on TikTok, the higher consumers' trust in Dear Me Beauty.

7. Consumer Trust Has a Positive and Significant Effect on Purchase Intention

Based on the analysis results, it was found that consumer trust has a positive and significant effect on purchase intention, with a path coefficient value of 0.222, a T value of $2.781 > 1.96$, and a P value of $0.003 < 0.05$. Thus, the seventh hypothesis is accepted. This means that the higher consumers' trust in Dear Me Beauty, the higher their purchase intention.

This finding is in line with the research of Mulyati & Gesitera (2020), which states that consumers with a high level of trust in an online store tend to have greater purchase intention, because that trust provides confidence regarding product quality, seller credibility, and transaction security. Consumers who already trust Dear Me Beauty will be more confident in making purchasing decisions, so that trust becomes the basis for consumers to reduce doubt and to encourage the formation of purchase intention.

8. Consumer Trust Mediates the Effect of Interactivity on Purchase Intention

Based on the indirect effect test results, it was found that consumer trust acts as a mediator in the relationship between interactivity and purchase intention. This is indicated by a mediation coefficient value of 0.200, a T-statistic value of $2.301 > 1.96$, and a P value of $0.011 < 0.05$. Thus, the eighth hypothesis is accepted. This means that part of the effect of interactivity on purchase intention is channeled through consumer trust, not only through its direct effect.

This research finding is supported by Candra and Ardhanari (2024), who state that consumer trust can act as a mediator in the relationship between interactivity and purchase intention, because interactivity in digital media contributes to building consumer trust through responsive communication and active engagement between sellers and consumers. Active interaction through comment features, live streaming,

and responses to consumer questions can create a closer relationship between Dear Me Beauty and its consumers, so that the trust formed also increases their intention to buy the product.

9. Consumer Trust Mediates the Effect of Hedonic Motivation on Purchase Intention

The indirect effect test results show that consumer trust acts as a mediator in the relationship between hedonic motivation and purchase intention, with a mediation coefficient value of 0.595, a T-statistic value of 5.154 > 1.96, and a P value of 0.000 < 0.05. Thus, the ninth hypothesis is accepted with a mediating effect much stronger than the other mediation paths, confirming that the psychological aspect of pleasure-seeking plays an important role in strengthening the effect of hedonic motivation on consumer purchase intention.

This finding is consistent with the research of Sutandyo et al. (2023), which states that hedonic motivation affects purchase intention supported by the formation of consumer trust; consumers who feel pleasure and an enjoyable shopping experience tend to develop a positive perception of the platform, which increases trust in transaction security, service quality, and platform credibility. Dear Me Beauty consumers do not only seek entertainment when accessing TikTok, but also expect an experience that can increase their confidence in the product, so that creative and engaging content can strengthen trust in Dear Me Beauty.

10. Consumer Trust Mediates the Effect of Informativeness on Purchase Intention

Based on the indirect effect test results, it was found that consumer trust acts as a mediator in the relationship between informativeness and purchase intention, with a mediation coefficient value of 0.132, a T-statistic value of 2.269 > 1.96, and a P value of 0.012 < 0.05. Thus, the tenth hypothesis is accepted. This means that part of the effect of informativeness on purchase intention is channeled through consumer trust, not only through its direct effect.

This finding is in line with the research of Rahmawati et al. (2025), which states that informativeness has a positive effect on purchase intention through consumer trust, because accurate, relevant, and easy-to-understand information can increase consumer trust in the product or company by reducing uncertainty in decision-making. The delivery of information about product benefits, ingredients, and usage instructions through Dear Me Beauty's TikTok content has been shown to increase consumer trust, which in turn drives an increase in purchase intention.

4. CONCLUSION

The research results show that consumer purchase intention toward Dear Me Beauty products on TikTok is influenced by interactivity, hedonic motivation, and informativeness, both directly and through consumer trust as a mediating variable. All ten hypotheses in this study are supported by the empirical test results. Interactivity and hedonic motivation proved to be the main drivers of purchase intention, while informativeness also has a positive effect, albeit with a smaller magnitude. All three variables also increase consumer trust, which then drives purchase intention both directly and as a mediator.

This finding confirms that consumer trust plays an important role as an intervening variable: when consumers receive responsive interaction, an enjoyable experience, and clear information, they become more trusting of Dear Me Beauty, thereby increasing their purchase intention. These results reinforce the Stimulus-Organism-Response (SOR) approach,

which explains that digital marketing stimuli shape consumer trust as a psychological condition, which ultimately drives a response in the form of purchase intention.

Based on these findings, Dear Me Beauty is advised to increase interaction and entertainment content on TikTok, and to package product information more attractively in order to more effectively drive purchase intention. Future researchers are advised to add other variables, such as electronic word of mouth or brand image, and to expand the research object to other platforms so that the results are more comprehensive.

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