

The Influence of Micro Influencers and Brand Trust on Wardah UV Shied Purchasing Decisions on TikTok Among Generation Z in Bandung City

Raya Mojang Ananda¹, Fitri Lestari²

¹² Universitas Ekuitas Indonesia

Corresponding Author e-mail: rrayaar@gmail.com, fitri.lestari@ekuitas.ac.id

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Abstract: The development of social media, especially TikTok, has changed the purchasing behavior of Generation Z through the role of micro influencers and the increasing importance of brand trust in marketing skincare products. This study aims to analyze the influence of micro influencers and brand trust on the purchasing decisions of Wardah UV Shield among Generation Z in Bandung City, both partially and simultaneously. The study used a quantitative approach with descriptive and verification methods. The study population was Generation Z consumers in Bandung City who had purchased Wardah UV Shield through TikTok. A sample of 100 respondents was determined using a purposive sampling technique based on the Lemeshow formula. Data were collected through a closed questionnaire with a five-point Likert scale. Data analysis included validity tests, reliability tests, classical assumption tests, multiple linear regression, t-tests, F-tests, and coefficients of determination using IBM SPSS Statistics 26. The results showed that micro influencers had a positive and significant effect on purchasing decisions ($\beta = 0.202$; $p = 0.025$), while brand trust had a stronger positive effect ($\beta = 0.589$; $p < 0.001$). Both variables simultaneously had a significant effect with an R^2 value of 0.535. The study's conclusion shows that increasing Wardah UV Shield purchasing decisions is more effectively achieved through strengthening brand trust supported by collaboration with credible micro-influencers on TikTok.

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Introduction

The development of digital technology has changed the way consumers make purchasing decisions through searching for reviews, user experiences, and recommendations from content creators

on social media. This condition makes social media a marketing tool capable of shaping perceptions and influencing purchasing decisions (Kotler et al., 2021). This change occurs in line with the growth of the skincare industry in Indonesia, which is projected to reach USD 2.76 billion in 2024 with an annual growth of 4.07 percent until 2029 (Statista, 2024), while the beauty industry is estimated to grow 4.86 percent per year (UNIKOM, 2024). TikTok is one of the main platforms with 157.6 million active users in Indonesia as of July 2024 (We Are Social, 2024), while DataReportal (2025) recorded 108 million TikTok users aged 18 and above in early 2025.

Generation Z is the most active consumer group purchasing skincare products through TikTok (ZAP Clinic & MarkPlus, 2024). However, they still conduct additional research before purchasing (Khairunnisa et al., 2024). User experience and electronic word of mouth supported by brand trust have been shown to increase confidence in purchasing local skincare products on TikTok Shop (Rohmah & Indarwati, 2025). On the other hand, micro-influencers have a higher engagement rate than large-scale creators (Influencer Marketing Hub, 2024), thus enabling them to build parasocial interactions (Conde & Casais, 2023) and increase brand trust as the basis for consumer confidence in brands (Delgado-Ballester & Munuera-Alemán, 2020). Brand trust has also been shown to be an important predictor of purchase intention for skincare products on TikTok (Okayani & Panasea, 2025).

Despite the growing use of TikTok and micro-influencers, Wardah UV Shield's performance shows a different trend. Top Brand Award data (2025) shows that Wardah's Top Brand Index value decreased from 14.70 percent in 2022 to 11.60 percent in 2024, then increased to 13.80 percent in 2025. In contrast, Garnier continued to experience an increase, reaching 23.50 percent in 2025. This condition indicates a weakening position of Wardah in the minds of consumers in the sunscreen category.

This difference is also evident in e-commerce data. Wardah was unable to become the market leader in sunscreen by 2024, despite increasing sales in 2025 (Magpie E-commerce Intelligence in VRITimes, 2024; Kompas in Databoks, 2024; Databoks, 2025b). On the other hand, Somethinc succeeded in building consumer trust through collaboration with 50 micro-influencers (Anggraini & Ahmadi, 2024 in UNIKOM), while Facetology achieved better results through creators who had a close personal relationship with their audience (Reswara, Winarno, & Biyanto, 2024). In addition, previous studies have only examined the influence of influencer marketing or TikTok separately, thus not simultaneously testing the role of micro-influencers and brand trust on Wardah UV Shield purchasing decisions (Septiani & Harsoyo, 2025; Konita, 2024; Jati & Widarta, 2025; Reswara, Winarno, & Biyanto, 2024).

Based on these phenomena and gaps, this study aims to analyze the influence of micro-influencers and brand trust, both partially and simultaneously, on the purchasing decisions of Wardah UV Shield among Generation Z consumers in Bandung City. This research is important to provide an understanding of the factors that influence skincare product purchasing decisions on digital platforms. The novelty of this study lies in the simultaneous examination of micro-influencers and brand trust on the purchasing decisions of Wardah UV Shield among Generation Z consumers in Bandung City, which has not been examined in previous studies.

Research methods

This study used quantitative methods with descriptive and verification approaches to analyze the influence of micro-influencers and brand trust on the purchasing decisions of Wardah UV Shield among Generation Z consumers in Bandung City. The descriptive approach was used to describe the condition of each variable, while the verification approach was used to test the relationships between variables through statistical analysis (Sugiyono, 2022).

The research instrument was a closed-ended questionnaire with a five-point Likert scale designed based on micro-influencer indicators (Lou & Yuan, 2019), brand trust (Haudi et al., 2022), and purchasing decisions (Kotler & Keller, 2016). Primary data were collected through Google Forms, while secondary data were obtained from journals, books, industry reports, BPS data, and official publications of PT Paragon Technology and Innovation. Data analysis included validity testing, reliability testing, descriptive analysis, classical assumption testing, multiple linear regression analysis, t-test, F-test, and coefficient of determination (R^2) using IBM SPSS version 26 (Ghozali, 2021; Sugiyono, 2022, 2023).

The study population was Generation Z consumers residing in Bandung City who had purchased Wardah UV Shield through TikTok (Wibowo & Ayuningtyas, 2024). The sample was determined using a purposive sampling technique with specific criteria. Since the population size was unknown, the

sample size was calculated using the Lemeshow formula, resulting in 100 respondents (Sugiyono, 2022).

The research procedure includes preparing instruments, distributing questionnaires to respondents who meet the criteria, collecting data, testing the quality of the instruments, analyzing data, and testing hypotheses to determine the influence of micro influencers and brand trust on purchasing decisions for Wardah UV Shield.

Results and Discussion

Descriptive Analysis of Research Variables

Table 1 Average Interpretation Criteria

Value Range	Category
1.00 - 1.80	Very Bad
1.81 - 2.60	Not good
2.61 - 3.40	Enough
3.41 - 4.20	Good
4.21 - 5.00	Very good

Table 2 Descriptive Statistics of Research Variables

Variables	N	Minimum	Maximum	Mean Total	Mean Item	Standard Deviation	Category
Micro Influencer (X1)	100	20.00	40.00	30,7600	3,845	4.38344	Good
Brand Trust (X2)	100	29.00	49.00	38,4700	3,847	4,79574	Good
Purchase Decision (Y)	100	20.00	39.00	30,8900	3,861	4.43789	Good

Table 2 shows that all variables are in the good category. The micro-influencer variable obtained an average score of 3.845, brand trust 3.847, and purchase decision 3.861. These results indicate that respondents gave a positive assessment of micro-influencers, had good trust in Wardah UV Shield, and demonstrated good purchasing decisions.

a. Frequency Distribution of Respondents' Answers

The frequency distribution shows that respondents' responses to the micro-influencer variable were dominated by 4 (Agree) and 5 (Strongly Agree). This indicates that the majority of respondents gave a positive assessment of Wardah UV Shield's micro-influencer content on TikTok.

In the brand trust variable, the majority of respondents also chose a scale of 4 and 5. These results indicate that respondents have a good level of trust in Wardah UV Shield, especially regarding quality, reputation, safety, and honesty of product information.

The frequency distribution of the purchasing decision variable is also dominated by answers on a scale of 4 and 5. This finding indicates that respondents show a tendency to make good purchasing decisions towards Wardah UV Shield products through the TikTok platform.

b. Description of Micro Influencer Variables (X1)

Table 3 Description of Micro Influencer Variable Items

Item	Dimensions	Mean	Standard Deviation	Category
X1.1	Informative Value	3,8100	0.90671	Good
X1.2	Informative Value	3,8700	0.78695	Good
X1.3	Expertise	3,8800	0.90207	Good
X1.4	Expertise	3,8500	0.95743	Good
X1.5	Trustworthiness	3,9400	0.74968	Good
X1.6	Trustworthiness	3,7400	0.86012	Good
X1.7	Similarity	3,8300	0.92174	Good
X1.8	Similarity	3,8400	0.78779	Good

For the micro-influencer variable, all items were in the good category. The highest mean score was found in item X1.5 at 3.9400, while the lowest score was found in item X1.6 at 3.7400. These results indicate that respondents gave a positive assessment of the credibility and recommendations of micro-influencers in promoting Wardah UV Shield.

c. Description of Brand Trust Variable (X2)

Table 4 Description of Brand Trust Variable Items

Item	Dimensions	Mean	Standard Deviation	Category
X2.1	Reliability	3,8200	0.90319	Good
X2.2	Reliability	3,9200	0.73416	Good
X2.3	Credibility	3,8900	0.88643	Good
X2.4	Credibility	3,7900	0.93523	Good
X2.5	Honesty	3,8900	0.72328	Good
X2.6	Honesty	3,8700	0.90626	Good
X2.7	Security	3,7100	0.95658	Good
X2.8	Security	3,7900	0.83236	Good
X2.9	Benevolence	3,9500	0.77035	Good
X2.10	Benevolence	3,8400	0.86129	Good

For the brand trust variable, all items were in the good category. The highest mean score was found in item X2.9 at 3.9500, while the lowest score was found in item X2.7 at 3.7100. These results indicate that respondents have a good level of trust in Wardah UV Shield.

d. Description of Purchase Decision Variable (Y)

Table 5 Description of Purchase Decision Variable Items

Item	Dimensions	Mean	Standard Deviation	Category
Y1	Product Selection	3,8800	0.94580	Good
Y2	Product Selection	3,8400	0.78779	Good

Item	Dimensions	Mean	Standard Deviation	Category
Y3	Brand Choice	3,8700	0.87219	Good
Y4	Brand Choice	3,8700	0.94980	Good
Y5	Distributor Options	3,9400	0.80177	Good
Y6	Distributor Options	3,8200	0.93614	Good
Y7	Purchase Time	3,7700	0.95193	Good
Y8	Purchase Time	3,9000	0.74536	Good

In the purchasing decision variable, all items were in the good category. The highest mean score was found in item Y5 at 3.9400, while the lowest was found in item Y7 at 3.7700. These results indicate that respondents tended to make a positive purchase decision regarding Wardah UV Shield via TikTok.

Research Instrument Testing

Table 6 Validity Test Results

Variables	Item	r Count	r Table	Sig.	Information
Micro Influencer (X1)	X1.1	0.656	0.361	<0.001	Valid
Micro Influencer (X1)	X1.2	0.661	0.361	<0.001	Valid
Micro Influencer (X1)	X1.3	0.596	0.361	<0.001	Valid
Micro Influencer (X1)	X1.4	0.636	0.361	<0.001	Valid
Micro Influencer (X1)	X1.5	0.645	0.361	<0.001	Valid
Micro Influencer (X1)	X1.6	0.629	0.361	<0.001	Valid
Micro Influencer (X1)	X1.7	0.618	0.361	<0.001	Valid
Micro Influencer (X1)	X1.8	0.644	0.361	<0.001	Valid
Brand Trust (X2)	X2.1	0.561	0.361	0.001	Valid
Brand Trust (X2)	X2.2	0.618	0.361	<0.001	Valid
Brand Trust (X2)	X2.3	0.592	0.361	<0.001	Valid
Brand Trust (X2)	X2.4	0.561	0.361	0.001	Valid
Brand Trust (X2)	X2.5	0.613	0.361	<0.001	Valid
Brand Trust (X2)	X2.6	0.613	0.361	<0.001	Valid
Brand Trust (X2)	X2.7	0.572	0.361	<0.001	Valid
Brand Trust (X2)	X2.8	0.602	0.361	<0.001	Valid
Brand Trust (X2)	X2.9	0.622	0.361	<0.001	Valid
Brand Trust (X2)	X2.10	0.597	0.361	<0.001	Valid

Variables	Item	r Count	r Table	Sig.	Information
Purchase Decision (Y)	Y1	0.600	0.361	<0.001	Valid
Purchase Decision (Y)	Y2	0.627	0.361	<0.001	Valid
Purchase Decision (Y)	Y3	0.677	0.361	<0.001	Valid
Purchase Decision (Y)	Y4	0.635	0.361	<0.001	Valid
Purchase Decision (Y)	Y5	0.636	0.361	<0.001	Valid
Purchase Decision (Y)	Y6	0.646	0.361	<0.001	Valid
Purchase Decision (Y)	Y7	0.584	0.361	<0.001	Valid
Purchase Decision (Y)	Y8	0.630	0.361	<0.001	Valid

Based on Table 6, all statement items in the micro-influencer, brand trust, and purchasing decision variables have calculated r values greater than the table r of 0.361. All significance values are also less than 0.05. Thus, all statement items are declared valid and suitable for use in measuring the research variables.

Table 7 Reliability Test Results

Variables	Cronbach's Alpha	Standard	Number of Items	Information
Micro Influencer (X1)	0.785	0.70	8	Reliable
Brand Trust (X2)	0.793	0.70	10	Reliable
Purchase Decision (Y)	0.777	0.70	8	Reliable

The reliability test results showed that the Cronbach's Alpha value for all variables was greater than 0.70. The micro-influencer variable obtained a value of 0.785, brand trust obtained a value of 0.793, and purchasing decision obtained a value of 0.777. This means that the research instrument has adequate internal consistency and is reliable for use in data collection.

Classical Assumption Test

Table 8 Results of the Kolmogorov-Smirnov Normality Test

Variables	N	Test Statistics	Asymp. Sig. (2-tailed)	Criteria	Information
Unstandardized Residual	100	0.082	0.095	> 0.05	Normal

The Asymp. Sig. (2-tailed) value in the Kolmogorov-Smirnov test is 0.095, greater than 0.05. Thus, the residuals in the regression model are normally distributed. This result indicates that the data meets one of the basic assumptions in multiple linear regression analysis.

Table 9 Multicollinearity Test Results

Variables	Tolerance	VIF	Criteria	Information
Micro Influencer (X1)	0.614	1,629	Tolerance > 0.10; VIF < 10	There is no multicollinearity

Variables	Tolerance	VIF	Criteria	Information
Brand Trust (X2)	0.614	1,629	Tolerance > 0.10; VIF < 10	There is no multicollinearity

The results of the multicollinearity test show that the micro-influencer and brand trust variables both have a tolerance value of 0.614 and a VIF value of 1.629. The tolerance value is greater than 0.10 and the VIF value is less than 10, so it can be concluded that there are no symptoms of multicollinearity in the regression model.

Table 10 Results of Glejser Heteroscedasticity Test

Variables	B	t Count	Sig.	Criteria	Information
Micro Influencer (X1)	-0.033	-0.665	0.508	> 0.05	There is no heteroscedasticity
Brand Trust (X2)	-0.015	-0.326	0.745	> 0.05	There is no heteroscedasticity

Based on the Glejser test, the significance value for micro-influencers was 0.508 and for brand trust was 0.745. Both values are greater than 0.05, indicating that the regression model does not exhibit heteroscedasticity. By meeting the normality, multicollinearity, and heteroscedasticity tests, the regression model is suitable for hypothesis testing.

Multiple Linear Regression Analysis

Table 11 Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	0.732	0.535	0.526	3.05634

. The R value of 0.732 indicates that the relationship between micro influencers and brand trust with purchasing decisions is at a strong level. The R Square value of 0.535 means that micro influencers and brand trust are able to explain 53.5% of the variation in purchasing decisions, while the remaining 46.5% is explained by other factors outside the research model, such as price, promotion, product quality, brand image, electronic word of mouth, personal needs, and product usage experience.

Table 12 F/ANOVA Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1043,690	2	521,845	55,865	<0.001
Residual	906,100	97	9,341	-	-
Total	1949,790	99	-	-	-

The F-test results show a calculated F-value of 55.865 with a significance value of <0.001. Since the significance value is less than 0.05, micro-influencers and brand trust simultaneously have a significant influence on the purchasing decision of Wardah UV Shield among Generation Z consumers in Bandung City via TikTok.

Table 13 Results of Multiple Linear Regression Analysis

Model	B	Std. Error	Beta	t Count	Sig.	Information
Constant	3,640	2,608	-	1,396	0.166	-
Micro Influencer (X1)	0.204	0.089	0.202	2,283	0.025	Significant
Brand Trust (X2)	0.545	0.082	0.589	6,667	<0.001	Significant

Based on Table 4.17, the multiple linear regression equation obtained is $Y = 3.640 + 0.204X_1 + 0.545X_2 + e$. The regression coefficient shows that micro influencers and brand trust have a positive influence on purchasing decisions, assuming other variables remain constant.

The standardized beta coefficient value indicates that brand trust has a more dominant influence on purchasing decisions ($\beta = 0.589$) compared to micro-influencers ($\beta = 0.202$). This indicates that consumer trust in Wardah UV Shield is the strongest factor in driving purchasing decisions.

Hypothesis Testing

Table 14 Summary of Hypothesis Testing Results

Hypothesis	Statement	Statistical Results	Decision
H1	Micro influencers have a significant influence on purchasing decisions.	$t = 2.283$; Sig. = 0.025	Accepted
H2	Brand trust has a significant influence on purchasing decisions.	$t = 6.667$; Sig. < 0.001	Accepted
H3	Micro influencers and brand trust simultaneously have a significant influence on purchasing decisions.	$F = 55.865$; Sig. < 0.001	Accepted

The results of the hypothesis testing indicated that all three research hypotheses were accepted. Micro-influencers were shown to have a significant influence on purchasing decisions, brand trust was shown to have a significant influence on purchasing decisions, and both variables together also had a significant influence on purchasing decisions.

Discussion of Research Results

1. The Influence of Micro Influencers on Purchasing Decisions

The results of the study indicate that micro-influencers have a positive and significant influence on the purchasing decisions of Wardah UV Shield among Generation Z consumers in Bandung City via TikTok. This is evidenced by a regression coefficient of 0.204, a t-value of 2.283, and a significance value of 0.025, which is less than 0.05. Therefore, the better consumers' perceptions of micro-influencers, the higher their tendency to purchase Wardah UV Shield.

These findings align with the conceptual framework in Chapter II, which explains that micro-influencers possess the power of personal connection, audience engagement, and authenticity. Generation Z, as active TikTok users, tends to not only view formal brand advertisements but also seek experiences, reviews, and recommendations from creators they perceive as relevant to their daily lives. In the context of Wardah UV Shield, micro-influencers can act as a bridge between brand messages and consumer needs, especially when the content is informative, easy to understand, and appears honest.

ResultsDescriptive analysis reinforces these findings. The highest-scoring item on the micro-influencer variable was the honesty and transparency aspect of reviews. This suggests that respondents are more easily persuaded to make a purchase when they perceive micro-influencers not only promoting the product but also authentically conveying their user experience. For skincare products like sunscreen, consumers typically consider skin suitability, texture, safety, and benefits.

Therefore, micro-influencer content that details the Wardah UV Shield user experience can help consumers reduce their pre-purchase doubts.

2. The Influence of Brand Trust on Purchasing Decisions

The results of the study indicate that brand trust has a positive and significant influence on the purchase decision of Wardah UV Shield. This is evident from the regression coefficient value of 0.545, the calculated t-value of 6.667, and the significance value <0.001 . The standardized beta value of brand trust of 0.589 also indicates that this variable has the most dominant influence compared to micro-influencers.

These findings indicate that Wardah UV Shield purchase decisions are influenced not only by exposure to TikTok content, but primarily by consumers' level of trust in the brand. Brand trust is crucial because sunscreen products are directly related to safety, comfort, and skin protection benefits. Consumers who believe Wardah UV Shield offers consistent quality, a good reputation, honest information, and a safe formulation will find it easier to make purchasing decisions.

Results Descriptive analysis shows that the highest-scoring item in brand trust relates to Wardah's concern for consumer needs and satisfaction. This indicates that consumers not only view Wardah as a well-known brand but also as one that understands its consumers' needs. However, the item related to safety scored the lowest, although it was still in the good category. This suggests that Wardah needs to continue strengthening its communication regarding ingredient safety, UV protection benefits, suitability for skin types, and proof of product claims to strengthen brand trust.

3. The Simultaneous Influence of Micro Influencers and Brand Trust

The results of the study indicate that micro influencers and brand trust simultaneously have a significant influence on purchasing decisions. The calculated F value of 55.865 with a significance of <0.001 proves that both independent variables together are able to explain the purchasing decision of Wardah UV Shield. The R Square value of 0.535 indicates that the contribution of micro influencers and brand trust to purchasing decisions is 53.5%.

These simultaneous findings are important because they demonstrate that digital marketing strategies cannot rely solely on the popularity or promotional intensity of micro-influencers. Micro-influencer content can certainly attract attention, provide information, and generate initial interest. However, purchasing decisions are stronger when the message is supported by trust in the brand. In other words, micro-influencers can serve as a communication gateway, while brand trust provides the psychological foundation that gives consumers confidence to purchase.

In the context of Wardah UV Shield, these results address the research phenomenon in Chapter I regarding the need for a strategy that not only pursues short-term transactions, but also builds organic trust in Generation Z. If Wardah wants to strengthen its position in the sunscreen category, then collaboration with micro-influencers needs to be directed at content that strengthens the brand's reliability, credibility, honesty, security, and benevolence. Content that is only short-lived promotions has the potential to encourage instant purchases, but content that builds trust is more likely to create repeat and sustainable purchasing decisions.

Conclusion

This study shows that micro influencers and brand trust have a positive and significant influence on the purchasing decisions of Wardah UV Shield among Generation Z consumers in Bandung City via TikTok, both partially and simultaneously. Brand trust is the variable that has the most dominant influence compared to micro influencers, so that consumer trust in quality, reputation, safety, and brand awareness are the main factors that drive purchasing decisions. Simultaneously, both variables are able to explain 53.5% of the variation in purchasing decisions, while the remaining 46.5% is influenced by other factors outside the research model. These findings indicate that marketing effectiveness on TikTok is not only determined by the role of micro influencers in attracting consumer attention, but also by the brand's ability to build sustainable trust.

This study has limitations because it only involved 100 Generation Z respondents in Bandung City who had purchased Wardah UV Shield through TikTok, so the results cannot be generalized to other consumer groups or regions. Furthermore, the study only tested two independent variables, namely micro-influencers and brand trust, so there are still other factors that could potentially influence purchasing decisions. Future research is recommended to expand the coverage area, increase the number

of respondents, and add variables such as brand image, electronic word of mouth, product quality, price, or promotion to obtain a more comprehensive model. Practically, the results of this study provide input for PT Paragon Technology and Innovation to optimize collaboration with credible micro-influencers and strengthen brand trust through transparent, educational, and consistent communication to increase purchasing decisions for Wardah UV Shield on the TikTok platform.

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