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TikTok Live Streaming and Online Reviews on Marcks Face Powder Repeat Purchases Through Perceived Value

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Abstract: *This study examines the effects of TikTok Live Streaming and Online Customer Review on the Repurchase Decisions of Marcks Face Powder, with Perceived Value as a mediating variable. A quantitative survey was conducted involving 180 respondents selected through purposive sampling. The respondents were female consumers aged at least 17 years who had purchased Marcks Face Powder more than once and had been exposed to relevant Live Streaming or Online Customer Review information before purchasing. Data were collected through questionnaires and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0.1.8. The results show that Live Streaming and Online Customer Review have positive and significant direct effects on Perceived Value and Repurchase Decisions. Perceived Value also has a positive and significant effect on Repurchase Decisions. Furthermore, both Live Streaming and Online Customer Review have significant indirect effects on Repurchase Decisions through Perceived Value, indicating partial mediation. These findings suggest that digital marketing activities can encourage repeat purchases both directly and by strengthening consumers' perceptions of product value. Therefore, PT Kimia Farma should optimize interactive Live Streaming and credible Online Customer Reviews to enhance Perceived Value and encourage consumer repurchases.*

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Introduction

Competition in Indonesia's beauty industry has intensified alongside the acceleration of digital transformation, which has reshaped how companies market products and maintain customer loyalty. Digital marketing has become a strategic choice due to its broad reach, precise targeting, and interactivity, in line with the shift in consumer behavior that now relies heavily on smartphones and social media when searching for product information and making repurchase decisions (Sundari, 2024; Nurussofiah et al., 2022). This condition requires PT Kimia Farma, as a State-Owned Enterprise (SOE) in the healthcare sector, to continuously strengthen its digital marketing strategy in order to remain competitive amid changing consumer behavior.

This phenomenon is reflected in the performance of PT Kimia Farma's retail segment, which showed a consistent downward trend from 2023 to 2025, in line with a 7.20% decline in the company's total revenue over the same period (PT Kimia Farma Tbk, 2025). One of the company's flagship cosmetic products, Marcks Powder, also experienced a decline in its Top Brand Index, from around 18% in 2022 to 9% in 2026, in contrast to the positive trend shown by its competitor, Viva Cosmetics. Internal data from the PT Kimia Farma Trading and Distribution Bandung Area Manager further shows that cosmetic category sales achieved only 54% of the target and varied across regions, indicating a real challenge for Marcks Powder in maintaining its competitiveness amid intense digital marketing efforts from competitors.

The high penetration of social media in Indonesia, reaching 62.9% of the total population with an average usage duration of 21 hours and 50 minutes per week (We Are Social, 2025), has made platforms such as TikTok an important arena for social commerce. Through Live Streaming and Online Customer Review features, TikTok Shop allows consumers to access product information directly, interact with sellers, and learn from other users' reviews before making a purchase decision. However, preliminary observations indicate that Marcks Powder's digital marketing activities on TikTok are still dominated by one-way promotional video content with minimal use of Live Streaming, unlike Viva Cosmetics, which has optimized this feature for real-time interaction (Amin & Fikriyah, 2023; Pratiwi et al., 2024; Nurafipah et al., 2026).

Live Streaming and Online Customer Review are believed not to directly influence repurchase decisions, but rather through the mechanism of Perceived Value, defined as the consumer's evaluation of benefits relative to the sacrifices incurred (Kotler & Keller, 2016). Previous studies on the mediating role of Perceived Value have largely been limited to fashion products on TikTok Shop, with results that remain inconclusive, while research on locally produced cosmetics owned by SOEs remains relatively scarce. This gap underlies the need for further research on the role of Live Streaming and Online Customer Review on Repurchase Decisions, with Perceived Value as a mediating variable, among consumers of PT Kimia Farma's Marcks Powder.

Based on the discussion above, this study aims to analyze the influence of Live Streaming and Online Customer Review on the Repurchase Decision of Marcks Powder, both directly and through the mediation of Perceived Value, as well as to formulate managerial implications that PT Kimia Farma can use to enhance its product competitiveness in the era of digital marketing.

Research Methods

This study adopted a quantitative approach with a survey design, chosen to test the causal relationships and contributions among variables, namely the influence of Live Streaming and Online Customer Review on Repurchase Decision as mediated by Perceived Value. Primary data were collected through a questionnaire distributed to consumers of PT Kimia Farma's Marcks Powder who had made

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repeat purchases and had been exposed to Live Streaming or Online Customer Review information. Data collection combined offline distribution around a Kimia Farma pharmacy outlet in Braga, Bandung, with online distribution via Google Forms shared through WhatsApp, Instagram, and TikTok to respondents across various regions in Indonesia. The research was conducted in 2026, comprising instrument refinement in April, questionnaire distribution and data collection in June, and data analysis and report preparation in July.

The population consisted of all consumers of Marcks Powder who had made repeat purchases. Because the population size was infinite, a non-probability purposive sampling technique was applied based on several criteria: having repeatedly purchased and used Marcks Powder, having read online reviews or ratings of the product, having watched TikTok Live Streaming related to Marcks Powder or similar face-powder products prior to purchasing, being at least 17 years old, and being female, in line with the product's positioning as a daily cosmetic targeted at female consumers (Gunawan et al., 2024). The sample size was determined following Hair et al. (2017), who recommend a sample of 5 to 10 times the number of indicators; with 34 indicators across the four constructs, the estimated range was 170 to 340 respondents. This study collected 180 respondents, exceeding the minimum threshold to ensure adequate data representativeness.

The study examined four latent variables: Live Streaming (X1) and Online Customer Review (X2) as exogenous variables, Perceived Value (Z) as the mediating variable, and Repurchase Decision (Y) as the endogenous variable. Live Streaming was measured through interactivity, informativeness, entertainment, perceived relevance, and visibility (Az Zahra & Chairy, 2023), while Online Customer Review was measured through argument quality, volume, timeliness, valence, and source credibility (Yunus et al., 2022). Perceived Value was measured through product feasibility, price appropriateness, and overall value proposition (Arifin & Aminah, 2026), and Repurchase Decision was measured through product commitment, purchase habit, willingness to recommend, and repeat purchase intention (Kotler & Keller, in Mayangsari & Aminah, 2022). All constructs were measured using a four-point Likert scale (1 = strongly disagree to 4 = strongly agree); the even-numbered scale without a neutral option was chosen to minimize central tendency bias and encourage clearer respondent judgments.

Prior to the main analysis, the ordinal data obtained from the Likert scale were transformed into interval data using the Method of Successive Interval (MSI), processed with Microsoft Excel, to meet the data-scale requirements of structural equation modeling. Descriptive statistics were then used to summarize respondents' mean scores for each indicator, interpreted using a scale range of 0.75 and classified into four categories: very low (1.00-1.75), low (1.76-2.50), high (2.51-3.25), and very high (3.26-4.00).

The primary analysis technique employed was Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS version 4.0.1.8, selected for its capability to simultaneously evaluate relationships among latent variables and test mediation effects within a predictive, non-parametric framework (Ghozali, 2023). The measurement model (outer model) was evaluated through convergent validity, discriminant validity, and reliability. Convergent validity was assessed using outer loadings and Average Variance Extracted (AVE), with indicators considered valid if the outer loading exceeded 0.70, or between 0.60 and 0.70 provided the construct's AVE exceeded 0.50 (Hair et al., 2017; Hair et al., 2019). Discriminant validity was examined using the Fornell-Larcker criterion, which requires the square root of a construct's AVE to exceed its correlations with other constructs (Fornell & Larcker, 1981), and the Heterotrait-Monotrait Ratio (HTMT), with a threshold below 0.90 (Henseler et al., 2015). Reliability was evaluated using Cronbach's Alpha and Composite Reliability, both required to exceed 0.70 (Hair et al., 2019).

The structural model (inner model) was evaluated through path coefficients, the coefficient of determination (R^2), effect size (f^2), the Variance Inflation Factor (VIF) for multicollinearity, and

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predictive relevance (Q^2). Path coefficients, ranging from -1 to +1, indicated the direction and strength of the relationships among Live Streaming, Online Customer Review, Perceived Value, and Repurchase Decision. R^2 values were interpreted as substantial (≥ 0.67), moderate (≥ 0.33), or weak (≥ 0.19) (Chin, 1998), while f^2 values were categorized as small (0.02), medium (0.15), or large (≥ 0.35) effects (Garson, 2016). Multicollinearity was considered absent when VIF values were below 5.00 (Hair et al., 2019), and the model was deemed to have predictive relevance for the endogenous constructs when Q^2 exceeded zero (Hair et al., 2021).

Hypotheses were tested based on t-statistics and p-values, with a relationship considered significant when the t-statistic was equal to or greater than 1.96 and the p-value was equal to or less than 0.05 at a 5% significance level. The mediating role of Perceived Value was examined through the indirect effect using the same significance criteria, and classified as no mediation when the indirect effect was not significant, partial mediation when both the direct and indirect effects were significant, and full mediation when the indirect effect was significant while the direct effect was not (Hair et al., 2021).

Result and Discussion

Data collection involving 180 respondents of Marcks Powder was conducted from 19 to 29 June 2026 through both offline distribution around a Kimia Farma pharmacy outlet in Braga, Bandung, and online distribution across various regions in Indonesia. The majority of respondents were aged 21-30 years (78.3%) and worked as students (74.4%), reflecting a young-adult segment accustomed to digital information sources. Most respondents purchased the product online (74.4%) and primarily obtained product information through TikTok (47.2%) and Shopee (44.4%), confirming the relevance of these two platforms as the main channels through which Live Streaming and Online Customer Review shape consumer decisions.

Descriptive analysis showed that all three explanatory variables fell into the high category, with mean scores of 2.90 for Live Streaming, 2.95 for Online Customer Review, and 2.94 for Perceived Value. Online Customer Review recorded the highest average score, indicating that respondents placed the greatest trust in other consumers' testimonials, particularly reviews with a clearly positive sentiment, whereas neutral reviews received comparatively less attention. Within the Live Streaming construct, two-way interaction between the host and viewers was rated most favorably, while the attractiveness of content presentation still has room for improvement. For Perceived Value, respondents rated Marcks Powder's competitive advantage over similar products most positively, whereas price-quality appropriateness showed the most varied assessment among respondents.

The measurement model (outer model) evaluation showed that most indicators had outer loadings above 0.70, and all four constructs exceeded the minimum reliability thresholds, with Cronbach's Alpha and Composite Reliability values above 0.70. Average Variance Extracted (AVE) values exceeded 0.50 for Live Streaming, Online Customer Review, and Perceived Value, while the Repurchase Decision construct recorded an AVE of 0.490, slightly below the recommended threshold; however, its Composite Reliability remained well above 0.70, so the construct was retained in the model (Hair et al., 2017, 2019). All indicators also showed Outer VIF values below 5.00, indicating the absence of multicollinearity among indicators within each construct.

The structural model (inner model) evaluation indicated that Live Streaming and Online Customer Review jointly explained 15.8% of the variance in Perceived Value ($R^2 = 0.158$), while Live Streaming, Online Customer Review, and Perceived Value jointly explained 31.9% of the variance in Repurchase Decision ($R^2 = 0.319$), both categorized as weak according to Chin (1998). Effect size (f^2)

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analysis showed that Perceived Value had a medium effect on Repurchase Decision ($f^2 = 0.225$), while the remaining paths showed small effects. Inner VIF values were all below 5.00, confirming the absence of multicollinearity among the exogenous constructs, and predictive relevance (Q^2) values for Perceived Value (0.081) and Repurchase Decision (0.148) were both above zero, indicating that the model retained predictive relevance for both endogenous constructs, albeit at a limited level. The path coefficients of the structural model are presented in Figure 2.

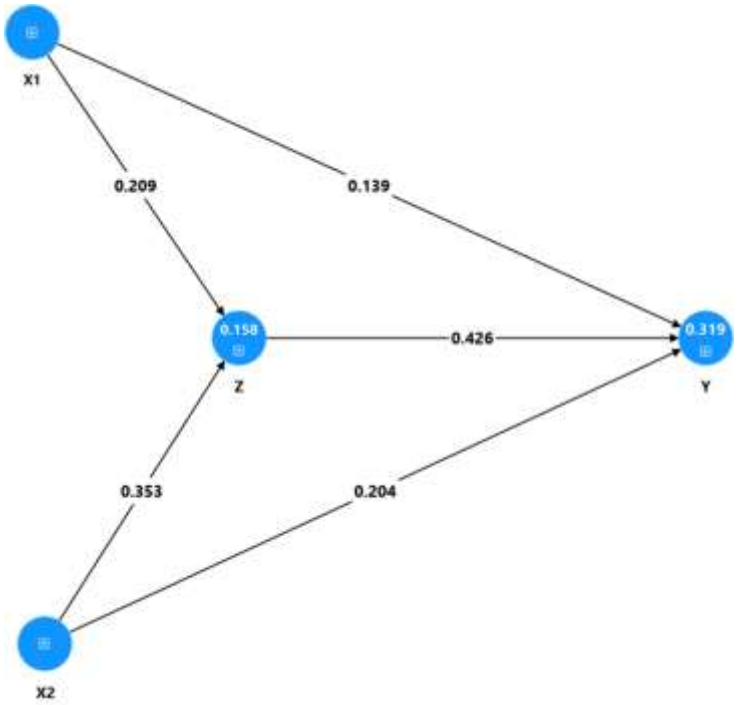


Figure 1. Structural Model (Path Coefficients)

Source: SmartPLS output, processed by the author (2026)

Hypothesis testing was conducted through bootstrapping, with a relationship considered significant when the t-statistic was equal to or greater than 1.96 and the p-value was equal to or less than 0.05. The results, summarized in Table 1, showed that all seven proposed hypotheses were supported.

Table 1. Hypothesis Testing Results

Hyp.	Relationship	β	T-Stat.	P-Value	Decision
H1	Live Streaming → Perceived Value	0.209	3.146	0.002	Supported
H2	Online Customer Review → Perceived Value	0.353	5.654	0.000	Supported
H3	Perceived Value → Repurchase Decision	0.426	6.800	0.000	Supported
H4	Live Streaming → Repurchase Decision	0.139	2.147	0.032	Supported
H5	Online Customer Review → Repurchase Decision	0.204	3.303	0.001	Supported
H6	Live Streaming → Perceived Value → Repurchase Decision (indirect)	0.088	2.725	0.006	Supported (partial mediation)
H7	Online Customer Review → Perceived Value → Repurchase Decision (indirect)	0.150	4.183	0.000	Supported (partial mediation)

Source: SmartPLS output, bootstrapping procedure (data processed, 2026)

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Live Streaming was found to have a positive and significant effect on both Perceived Value (H1: β = 0.209; t = 3.146; p = 0.002) and Repurchase Decision (H4: β = 0.139; t = 2.147; p = 0.032), while Online Customer Review also showed a positive and significant effect on Perceived Value (H2: β = 0.353; t = 5.654; p = 0.000) and Repurchase Decision (H5: β = 0.204; t = 3.303; p = 0.001). Perceived Value itself exerted the strongest influence on Repurchase Decision among all direct paths (H3: β = 0.426; t = 6.800; p = 0.000). Interpreted through the Stimulus-Organism-Response (S-O-R) framework (Hochreiter et al., 2023), Live Streaming and Online Customer Review act as external stimuli that shape consumers' internal evaluation (organism) of the product's benefits and quality, which subsequently manifests as a repurchase response. These findings are consistent with Atfiko and Ratnasari (2024), who found a comparable pattern in the context of Shopee Live, and with Chen et al. (2020), who reported that live-streaming commerce positively influences consumers' repurchase intention.

The mediation test showed that Perceived Value significantly mediated the effect of both Live Streaming (H6: indirect effect = 0.088; t = 2.725; p = 0.006) and Online Customer Review (H7: indirect effect = 0.150; t = 4.183; p = 0.000) on Repurchase Decision. Because the direct effects of Live Streaming and Online Customer Review on Repurchase Decision remained significant alongside their indirect effects, Perceived Value was identified as a partial mediator in both relationships. This indicates that Live Streaming and Online Customer Review influence repurchase decisions not only by shaping consumers' perceived value, but also through other mechanisms, such as immediate social proof and reduced perceived risk, that operate independently of the value-formation process.

These findings suggest several managerial implications for PT Kimia Farma, prioritized according to the strength of each variable's influence. Because Online Customer Review showed the strongest contribution to Perceived Value and a significant direct effect on Repurchase Decision, short-term efforts (0-6 months) should focus on strengthening customer-review management, for example through a structured review-incentive program that encourages verified customers to share authentic experiences on marketplace platforms. In the medium term (6-12 months), attention should shift toward optimizing Live Streaming sessions, given its significant though comparatively smaller effect on Perceived Value, by scheduling regular educational live sessions featuring beauty advisors or pharmacists. In the long term (1-2 years), since Perceived Value exerted the strongest influence on Repurchase Decision, PT Kimia Farma is advised to integrate both Online Customer Review and Live Streaming into a sustained community-building initiative that continuously reinforces consumers' perceived value and long-term brand loyalty.

Conclusion and Recommendation

This study concludes that Live Streaming and Online Customer Review each have a positive and significant effect on both Perceived Value and Repurchase Decision of Marcks Powder, and that Perceived Value itself has a positive and significant effect on Repurchase Decision. Within the Stimulus-Organism-Response (S-O-R) framework, Live Streaming and Online Customer Review act as external stimuli that shape Perceived Value as the organism, which in turn drives Repurchase Decision as the behavioral response; consequently, improvements in the quality of Live Streaming and Online Customer Review are expected to strengthen consumers' Perceived Value and, ultimately, their Repurchase Decision.

Perceived Value was also found to partially mediate the effect of Live Streaming and Online Customer Review on Repurchase Decision, indicating that both stimuli influence repurchase behavior directly as well as indirectly through consumers' internal value evaluation. Based on these findings, PT Kimia Farma is advised to prioritize the strengthening of consumers' Perceived Value through the

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optimization of Online Customer Review and the implementation of Live Streaming as complementary digital marketing strategies, organized into a continuous short-term, medium-term, and long-term roadmap.

In the short term, PT Kimia Farma should prioritize more structured management of Online Customer Review, encouraging consumers to submit authentic reviews through an incentive-based program and periodically evaluating its effectiveness to sustain consumer trust and Perceived Value. In the medium term, the company is advised to implement regular Live Streaming sessions featuring beauty advisors or pharmacists to educate consumers on the product's benefits, ingredients, and usage while enabling direct interaction, thereby reinforcing Perceived Value and strengthening the company-consumer relationship. In the long term, PT Kimia Farma should develop an integrated community-based platform that combines Online Customer Review and Live Streaming activities into a sustained educational and interactive space, aimed at enhancing consumer loyalty, encouraging repeat purchases, and strengthening Marcks Powder's competitive position in the cosmetics market.

This study is subject to several limitations. The sample was restricted to female consumers, so the findings do not capture male consumers' perspectives on Live Streaming, Online Customer Review, Perceived Value, or Repurchase Decision. The predominance of student respondents also limits the diversity of the sample and the generalizability of the findings to broader consumer groups. All variables were measured through self-reported questionnaires, which may be subject to social desirability bias or discrepancies between reported perceptions and actual behavior. The study focused solely on Live Streaming and Online Customer Review activities on TikTok Shop, and therefore does not reflect consumer behavior on other e-commerce platforms offering similar features, such as Shopee. In addition, the R-Square values obtained were relatively weak, indicating that Live Streaming, Online Customer Review, and Perceived Value do not fully explain the variability in Repurchase Decision, suggesting that other unexamined variables may also contribute to the model. Finally, this study employed a cross-sectional design based on data collected at a single point in time, and thus cannot capture changes in consumer perceptions or repurchase behavior over time.

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