

ABSTRACT

The skincare industry or beauty products in Indonesia has experienced significant development, marked by an increase in skincare products that are increasingly widespread and growing. Increasingly competitive market conditions make companies in beauty products must continue to develop strategies in effective marketing. Marketing strategies also continue to evolve with the times, ranging from word-of-mouth marketing to social media. Social media will continue to increase as the internet increases in Indonesia. One of the social media that is often used is TikTok. According to databooks, Indonesia ranks 2nd with the highest number of TikTok users in the world. TikTok, ByteDance's hugely popular social media platform, has become an integral part of many marketing strategies due to its rapid growth and high level of engagement. With a predominance of users from Generation Z, the creation of short-form video content is primarily aimed at capturing their attention and raising awareness. One of the beauty products that offers its products through Tiktok is Scarlett. Scarlett is one of the second best-selling beauty brands in Indonesia. However, Scarlett experienced a decrease in sales in a certain month which indicated that Scarlett's marketing strategy was not maximized in Tiktok advertising content where it was found that there were consumer reviews that considered the content launched by Scarlett to be less informative.

This study explores the factors that influence users' behaviors and perceptions when exposed to emotional, entertaining, and informative TikTok advertisements, and how these influence their associations with the videos in relation to purchase intentions. Data were collected through an online survey using a questionnaire, with a purposive sampling method to determine 398 male and female TikTok user respondents, aged 18-24 years in Indonesia.

Data analysis was conducted quantitatively with a descriptive-correlational design using the Partial Least Squares Structural Equation Modeling (PLS-SEM) statistical tool. The results showed that the emotional and informative dimensions of TikTok video ads have a positive impact while entertaining has a negative impact on consumer behavior. In addition, all three dimensions have a positive impact on purchase intention. In addition, this study found that Generation Z's consumer behavior has a significant impact on their purchase intention. The findings from this study can help students, lecturers, marketers, and companies in understanding customer behavior towards TikTok and utilize these insights for further research as well as improved strategies in meeting customer needs.

Keyword : *emotional, entertaining, informative, purchase intention, consumer behaviour, gen Z*