

## **The Role of Influencers, Entertainment Experience, and User Convenience in TikTok Live Streaming on Purchasing Decisions Mediated by Brand Image at LA'SKINIC**

Gusti Agung Wirya Dharma <sup>1✉</sup>, Agus Putu Abiyasa <sup>2</sup>

<sup>1,2</sup> Universitas Pendidikan Nasional Denpasar, Indonesia

### **Abstract**

The main objective of this study is to fill the gap in the literature by investigating the specific role of entertainment influencers and user convenience in TikTok live streaming on consumer purchasing decisions, taking into account the mediating effect of brand image. This study employs a quantitative approach, with data sources comprising a combination of primary and secondary data. Primary data was collected through the distribution of questionnaires, while secondary data was obtained from previous research journals, news articles, and social media. Data analysis techniques include descriptive and inferential analysis. The data in this study were analyzed using the Structural Equation Model (SEM) method with the assistance of Partial Least Squares (PLS) software. Research findings supported by data indicate that influencers, entertainment experiences, and user convenience have a positive and significant effect on purchasing decisions and brand image. Brand image positively and significantly influences purchasing decisions; however, brand image cannot mediate the influence of influencers on purchasing decisions. Brand image can mediate the influence of experience on purchasing decisions; however, brand image cannot mediate the influence of user convenience on purchasing decisions for LA'SKINIC products.

**Keywords:** Influencer, Entertainment Experience, User Convenience, Purchase Decision, Brand Image

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✉ Corresponding author : Gusti Agung Wirya Dharma

Email Address : [agung.agwir01@gmail.com](mailto:agung.agwir01@gmail.com)

### **INTRODUCTION**

In the context of social media, influencers play an important role in shaping consumer perceptions and behavior. According to Aprianto et al. (2024), influencers are individuals who have a certain number of followers on social media and are able to influence the behavior of their audience. They act as intermediaries between brands and consumers, often personalizing the messages that brands want to convey so that they appear relevant to their followers. Influencers collaborate with companies to promote products, brands, or the companies themselves through their social media platforms with the aim of influencing their followers and encouraging them to make purchasing decisions. According to Sari et al. (2023) on TikTok, influencers can create engaging, entertaining, and persuasive content that can significantly impact consumers' purchasing decisions. The appeal of influencers is a key factor contributing to their effectiveness in driving sales.

In addition to influencers, another important factor is the entertainment experience provided in livestreaming. Entertainment experience is the interaction between consumers

and content or activities that aim to provide pleasure, excitement, or satisfaction. Livestreaming provides a real-time interactive environment where consumers can interact directly with the host regarding the products being sold. According to Pranadewi, Hildayanti, and Emilda (2024), the entertainment value of livestreaming, including the host's charisma, content creativity, and overall product presentation, can enhance viewers' emotional connection to the products being sold. This connection can lead to higher viewer engagement levels and ultimately influence their purchasing decisions (Wang 2024).

When it comes to livestreaming, user convenience is also a factor that greatly influences customer purchasing decisions. An attractive and intuitive user interface makes it easier for users to find the products they are looking for. Additionally, a variety of payment methods and processes streamline the purchasing transaction process. In TikTok Livestreaming, the livestream host will feature the products they are presenting, and with the "Yellow Cart" feature, consumers can easily and quickly complete the payment process (Ramadhanty 2023).

Brand image is an important element in the consumer decision-making process. It encompasses consumers' perceptions and associations with a brand. According to Batran (2024), a positive brand image can enhance the effectiveness of influencer marketing and entertainment experiences by reinforcing the brand's value proposition. A strong brand image can influence consumer perceptions and increase trust in the product, which in turn can influence purchasing decisions. In the context of TikTok live streaming, how influencers and entertainment elements contribute to brand image formation, and how this brand image then influences purchasing decisions, are questions that need to be addressed (Y. Chen, Lu, and Zheng 2020).

This study aims to fill a gap in the literature by investigating the specific role of entertainment influencers and user convenience in TikTok live streaming on consumer purchasing decisions, taking into account the mediating effect of brand image. Special focus will be given to the LA'SKINIC brand, which offers a relevant case study in the competitive skincare industry. As one of the players in the beauty industry, the LA'SKINIC brand has utilized TikTok Livestream as a marketing strategy to enhance brand awareness and drive product sales.

By conducting this research, it is hoped that companies can gain an understanding of how important it is to choose the right influencer who has the ability to create an engaging entertainment experience when livestreaming. The goal of all this is to enhance the brand image and ultimately increase sales. Influencers play a very influential role in influencing consumer purchasing decisions. They have the power to shape public opinion and change consumer behavior with the content they disseminate. When influencers conduct live streams on TikTok, they can provide product recommendations, demonstrate usage methods, and offer reviews that have the potential to influence followers to make purchases. In this context, it is essential to examine the influence of an influencer as a significant factor in understanding how they impact consumers' purchasing decisions.

## METHODOLOGY

This study was conducted in Bali Province among those who had used LA'SKINIC products and purchased them via live streaming on the TikTok platform. Bali Province was chosen because it is the center of production for LA'SKINIC products, and there are many teenagers who follow the latest trends and use LA'SKINIC products.

This study uses a quantitative approach. Quantitative research can be defined as a research method that uses numerical data and statistical analysis to test hypotheses and answer research questions. Quantitative research aims to identify patterns, relationships, and differences between the variables being studied. In this study, the technique used for data collection is a questionnaire that will be distributed

through an online platform. The questionnaire method is a data collection technique in research that provides a list of questions or statements to respondents. The purpose of using a questionnaire is to obtain relevant information related to the research topic from the respondents' perspective.

In this study, the population studied was all TikTok users who had purchased LA'SKINIC products through TikTok Live Streaming from the LA'SKINIC account or from influencer accounts promoting LA'SKINIC products, with a total sample size of 250 respondents, comprising both men and women aged between 17 and 55 years who have made purchases of LA'SKINIC products through TikTok live streaming. To determine the sample for this study, a non-probability sampling method and purposive sampling technique were used, which involves intentionally selecting members of the population deemed appropriate to provide the required information based on specific criteria.

The type of data used in this study is quantitative data. This data is objective and can be analyzed using statistical methods to find patterns, relationships, or differences in the phenomena being studied.

### **Data Analysis Techniques**

#### **1. Descriptive Analysis**

Quantitative descriptive analysis is an analytical technique that provides a descriptive review of the data obtained so that it becomes clearer. Descriptive analysis is conducted to describe the characteristics of the respondents involved in the study. Descriptions are used to describe the respondents' perceptions of the research variables.

#### **2. Inferential Analysis**

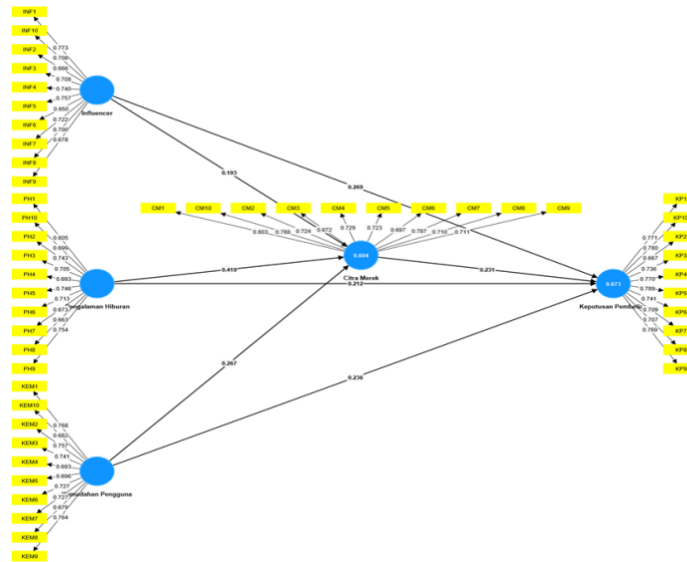
The data in this study were analyzed using the Structural Equation Model (SEM) method with the help of Partial Least Squares (PLS) software. PLS was used because it allows testing structural relationships between reflective and formative constructs. This analysis consisted of two tests or analyses, namely Measurement Evaluation (Outer Model) and Structural Model Evaluation (Inner Model).

## **RESULTS AND DISCUSSION**

The data in this study were analyzed using the Structural Equation Model (SEM) method with the help of Partial Least Squares (PLS) software. PLS was used because it allows testing structural relationships between reflective and formative constructs.

### **Measurement Evaluation (Outer Model)**

The outer model is used to test the construct validity and reliability of research instruments because the indicators in the study are reflective.



**Figure 1. PLS Outer Model**  
Source: Processed primary data (2025)

**a. Convergent Validity**

The validity measurement model uses a convergent validity test with standardized factor values. It can be considered valid if it has a value above 0.70 and a p-value < 0.05 or a t-statistic significance level > 1.96. The results of the convergent validity test can be shown in the following table:

**Table 1. Outer Loading Results**

	Brand Image	Influencer	User Convenience	Purchase Decision	Entertainment Experience
CM1	0.803				
CM2	0.724				
CM3	0.672				
CM4	0.729				
CM5	0.723				
CM6	0.697				
CM7	0.787				
CM8	0.710				
CM9	0.711				
CM10	0.788				
INF1		0.773			
INF2		0.666			
INF3		0.708			
INF4		0.740			
INF5		0.757			
INF6		0.650			
INF7		0.722			
INF8		0.700			
INF9		0.678			
INF10		0.708			
KEM1			0.768		
KEM2			0.757		
KEM3			0.741		

KEM4	0.693
KEM5	0.696
KEM6	0.727
KEM7	0.727
KEM8	0.679
KEM9	0.764
KEM10	0.682
KP1	0.771
KP2	0.667
KP3	0.736
KP4	0.770
KP5	0.789
KP6	0.741
KP7	0.709
KP8	0.707
KP9	0.769
KP10	0.780
PH1	0.805
PH2	0.743
PH3	0.705
PH4	0.693
PH5	0.746
PH6	0.713
PH7	0.673
PH8	0.663
PH9	0.754
PH10	0.699

Source: Processed primary data (2025)

**Table 2. Average Extracted Variance Results**

	Average Variance Extracted (AVE)
<b>Brand Image</b>	0.541
<b>Influencer</b>	0.506
<b>User Convenience</b>	0.524
<b>Purchase Decision</b>	0.555
<b>Entertainment Experience</b>	0.519

Source: Processed primary data (2025)

In this study, convergent validity testing was conducted using two values, namely outer loading and average variance extracted (AVE), which can identify whether the study data is valid. Through the analysis results showing the outer loading values in Table 1, it can be confirmed that each indicator used in this study obtained a loading value greater than 0.60, indicating that the indicators have met the requirements. Furthermore, by reviewing the AVE values as shown in Table 2, it can be determined that the study data is valid, with AVE values exceeding 0.50, indicating that the data meets the criteria. Therefore, it can be concluded that all the data used has a good level of validity.

#### **b. Discriminant Validity**

Discriminant validity compares the values of cross loading and root square of variance extracted ( $\sqrt{AVE}$ ) which have a recommended value  $> 0.50$ . The results of the discriminant validity test can be presented in the following table:

**Table 3. Cross Loading Results**

	<b>Brand Image</b>	<b>Influence r</b>	<b>User Convenience</b>	<b>Purchase Decision</b>	<b>Entertainment Experience</b>
CM1	<b>0.803</b>	0.532	0.566	0.552	0.565
CM2	<b>0.724</b>	0.465	0.429	0.478	0.516
CM3	<b>0.672</b>	0.424	0.482	0.481	0.496
CM4	<b>0.729</b>	0.452	0.483	0.541	0.467
CM5	<b>0.723</b>	0.422	0.489	0.577	0.512
CM6	<b>0.697</b>	0.455	0.509	0.528	0.501
CM7	<b>0.787</b>	0.483	0.541	0.563	0.566
CM8	<b>0.710</b>	0.468	0.488	0.482	0.509
CM9	<b>0.711</b>	0.424	0.418	0.476	0.498
CM10	<b>0.788</b>	0.538	0.569	0.559	0.621
INF1	0.490	<b>0.773</b>	0.493	0.545	0.451
INF2	0.357	<b>0.666</b>	0.384	0.385	0.314
INF3	0.424	<b>0.708</b>	0.471	0.490	0.437
INF4	0.485	<b>0.740</b>	0.495	0.567	0.529
INF5	0.485	<b>0.757</b>	0.512	0.544	0.465
INF6	0.454	<b>0.650</b>	0.520	0.454	0.409
INF7	0.436	<b>0.722</b>	0.481	0.475	0.445
INF8	0.437	<b>0.700</b>	0.490	0.481	0.445
INF9	0.448	<b>0.678</b>	0.485	0.482	0.389
INF10	0.480	<b>0.708</b>	0.546	0.577	0.472
KEM1	0.551	0.558	<b>0.768</b>	0.539	0.564
KEM2	0.521	0.560	<b>0.757</b>	0.567	0.473
KEM3	0.522	0.546	<b>0.741</b>	0.514	0.485
KEM4	0.479	0.485	<b>0.693</b>	0.463	0.453
KEM5	0.453	0.458	<b>0.696</b>	0.441	0.444
KEM6	0.521	0.526	<b>0.727</b>	0.551	0.486
KEM7	0.500	0.484	<b>0.727</b>	0.563	0.524
KEM8	0.414	0.379	<b>0.679</b>	0.477	0.428
KEM9	0.540	0.541	<b>0.764</b>	0.561	0.530
KEM10	0.392	0.419	<b>0.682</b>	0.509	0.418
KP1	0.581	0.560	0.581	<b>0.771</b>	0.533
KP2	0.419	0.442	0.525	<b>0.667</b>	0.433
KP3	0.489	0.457	0.511	<b>0.736</b>	0.520
KP4	0.545	0.580	0.568	<b>0.770</b>	0.535
KP5	0.613	0.607	0.564	<b>0.789</b>	0.581
KP6	0.537	0.528	0.532	<b>0.741</b>	0.545
KP7	0.469	0.451	0.499	<b>0.709</b>	0.498
KP8	0.479	0.526	0.469	<b>0.707</b>	0.442
KP9	0.580	0.550	0.537	<b>0.769</b>	0.564
KP10	0.572	0.550	0.560	<b>0.780</b>	0.544
PH1	0.603	0.556	0.540	0.620	<b>0.805</b>
PH2	0.514	0.449	0.463	0.504	<b>0.743</b>

<i>PH3</i>	0.519	0.453	0.483	0.505	<b>0.705</b>
<i>PH4</i>	0.470	0.437	0.441	0.473	<b>0.693</b>
<i>PH5</i>	0.500	0.432	0.477	0.528	<b>0.746</b>
<i>PH6</i>	0.502	0.469	0.493	0.542	<b>0.713</b>
<i>PH7</i>	0.426	0.377	0.398	0.480	<b>0.673</b>
<i>PH8</i>	0.483	0.361	0.444	0.431	<b>0.663</b>
<i>PH9</i>	0.548	0.425	0.459	0.473	<b>0.754</b>
<i>PH10</i>	0.574	0.462	0.585	0.467	<b>0.699</b>

Source: Processed primary data (2025)

**Table 4. Fornell-Larcker Criterion Results**

	<b>Brand Image</b>	<b>Influencer</b>	<b>User Convenience</b>	<b>Purchase Decision</b>	<b>Entertainment Experience</b>
<b>Brand Image</b>	<b>0.735</b>				
<b>Influencer</b>	0.636	<b>0.711</b>			
<b>User Convenience</b>	0.679	0.689	<b>0.724</b>		
<b>Purchase Decision</b>	0.714	0.709	0.719	<b>0.745</b>	
<b>Entertainment Experience</b>	0.716	0.617	0.666	0.700	<b>0.721</b>

Source: Processed primary data (2025)

In this study, discriminant validity was tested using cross-loading values and AVE square roots with the Fornell-Larcker Criterion approach to ensure the validity of the data used. Based on the cross-loading analysis results shown in Table 3, it can be confirmed that the correlation between the indicators and their constructs is higher than the correlation with other constructs. Furthermore, Table 4 shows that the square root of AVE for each construct is greater than the correlation with other constructs, indicating the validity of the research data. Thus, the data used in this study has been proven to be valid.

### c. Reliability

Reliability testing was conducted using Cronbach's alpha to ensure that the research instrument had high internal consistency. The Cronbach's alpha value must be greater than 0.70. The results of the reliability test are presented in the following table:

**Table 5. Reliability Test Results**

	<b>Cronbach's alpha</b>	<b>Rho_A</b>	<b>Composite reliability</b>
<b>Brand Image</b>	0.905	0.907	0.922
<b>Influencer</b>	0.891	0.894	0.911
<b>User Convenience</b>	0.899	0.901	0.917
<b>Purchase Decision</b>	0.910	0.913	0.926
<b>Entertainment Experience</b>	0.897	0.900	0.915

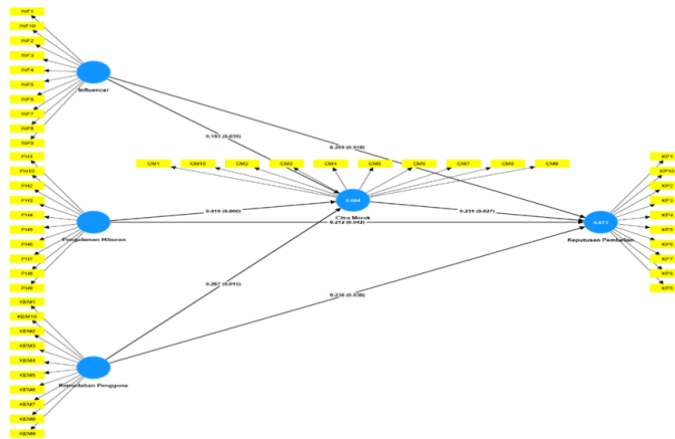
Source: Processed primary data (2025)

In this study, data reliability was tested using three parameters, namely Cronbach's Alpha, Rho\_a, and Composite Reliability. Based on the analysis results presented in Table 5, all constructs, including influencer, user convenience, brand image, entertainment experience, and purchase decision, met the reliability criteria,

with values above 0.70 on all three parameters. These results indicate that the research data has a high level of reliability and consistency.

### Structural Model Evaluation (Inner Model)

Inner model measurements were conducted to test direct and indirect effects, test the effects of the coefficient of determination (R-Square) analysis, and analyze F-Square and Q-Square.



**Figure 2. PLS Inner Model**  
Source: Processed primary data (2025)

a. R-Square

R<sup>2</sup> measures the proportion of variance explained by the independent variable on the dependent variable. An R<sup>2</sup> value > 0.75 indicates a very good model quality, an R<sup>2</sup> value between 0.50 and 0.75 indicates a fairly good model quality, and an R<sup>2</sup> value < 0.50 indicates a poor model quality. The R<sup>2</sup> test results in this study can be explained in the table below:

**Table 6. R-square results**

	R Square	R Square Adjusted
Brand Image	0.604	0.600
Purchase Decision	0.673	0.668

Source: Processed primary data (2025)

In the brand image construct, an R<sup>2</sup> value of 0.604 was obtained, indicating that the brand image construct can be predicted or explained by the constructs of entertainment experience, ease of use, influencers, and purchase decisions by 60.4%. Meanwhile, 39.6% (100%–60.4%) can be explained by other determinants outside the research model. These results confirm that the predictive power of the four constructs can be considered quite good, as the R<sup>2</sup> values fall between 0.50 and 0.75.

Then, the purchase decision construct obtained an R<sup>2</sup> value of 0.673, indicating that purchase decisions can be predicted or explained by the brand image, influencer, ease of use, and entertainment experience constructs by 67.3%. Meanwhile, 32.7% (100% - 67.3%) can be explained by other determinants outside the research model.

These results confirm that the predictive power of the four constructs can be considered quite good, as the R2 values obtained fall between 0.50 and 0.75.

#### b. Q-Square (Q2)

Q2 is used to test the predictive validity of the model, i.e., how well the model can predict unobserved data. A Q2 value > 0 indicates that the model has good predictive ability, while a Q2 value < 0 indicates that the model cannot predict data well. The results of the Q-Square test can be presented as follows:

$$Q2 = 1 - (1 - R12) (1 - R22)$$

$$Q2 = 1 - (1 - 0.604) (1 - 0.673)$$

$$Q2 = 1 - (0.396) (0.327)$$

$$Q2 = 1 - 0.129$$

$$Q2 = 0.871 \sim 87.1\%$$

The Q2 calculation results show that the predictive relevance value obtained in the research model is 0.871 or 87.1%. The results confirm that the research model can be considered feasible because it has data diversity that can be explained by the model by 87.1%, which falls into the strong category because it exceeds 0.35.

#### c. Goodness of Fit (GoF)

GoF is used to measure the overall fit of the structural model and the measurement model. GoF is calculated using the formula:

$$GoF = \sqrt{((AVE) \times R^2)}$$

The GoF interpretation value is as follows: if the GoF value is > 0.36, it indicates a good model fit; if the GoF value is  $\geq 0.25 \leq 0.36$ , it indicates a moderate model fit; and if the GoF value is < 0.25, it indicates a poor model fit. The Goodness of Fit test results can be presented in the following table:

$$GoF = \sqrt{((AVE) \times (R^2))}$$

$$GoF = \sqrt{(0.529 \times 0.639)}$$

$$GoF = \sqrt{0.338}$$

$$GoF = 0.581$$

The GoF calculation results show that the value obtained in the research model is 0.581. The results confirm that the research model can be considered feasible because it has a model suitability of 0.581, which is considered good because it exceeds 0.36.

#### d. Hypothesis Testing

In hypothesis testing, hypotheses are first formulated with H0 = Latent variable X does not significantly affect latent variable Y and Ha = Latent variable X significantly affects latent variable Y. In this study, hypothesis testing uses t-statistic values and probability values (p-values). The alpha statistic value is 0.05, with a t-statistic generally > 1.96 for significant values. The probability value generally used is if the p-value < 0.05 for significant values. The results of the hypothesis test can be explained as follows:

### Table 7. Direct Hypothesis Test Results

		Original Sample	T Statistics	P Values
H1	Influencer → Purchase Decision	0.269	2.330	0.010
H2	Influencer → Brand Image	0.193	1.761	0.039
H3	Entertainment Experience → Purchase Decision	0.212	1.731	0.042
H4	Entertainment Experience → Brand Image	0.419	3.503	0.000
H5	User Convenience → Purchase Decision	0.236	1.878	0.030
H6	User Convenience → Brand Image	0.267	2.158	0.015
H7	Brand Image → Purchase Decision	0.231	1.924	0.027

Source: Processed primary data (2025)

**Tabel 8. Hasil Uji Hipotesis Mediasi**

		Original Sample	T Statistics	P Values
H8	Influencer → Brand Image → Purchase Decision	0.045	1.221	0.111
H9	Entertainment Experience → Brand Image → Purchase Decision	0.097	1.671	0.047
H10	User Convenience → Brand Image → Purchase Decision	0.062	1.334	0.091

Source: Processed primary data (2025)

Hypothesis testing through PLS bootstrapping, as shown in Table 7, confirms that all direct effects can be accepted. This is indicated by the seven relationships between constructs obtaining t-statistics greater than 1.65 with p-values less than 0.05, indicating a positive relationship in each construct. Furthermore, the results shown in Table 8 regarding the mediating effect of brand image reveal that only two hypotheses cannot be accepted: the relationship between influencers and purchase decisions, and the relationship between user convenience and purchase decisions. This is because the t-statistic values are below 1.65 and the p-values are above 0.05. Meanwhile, H9 – the relationship between entertainment experience and purchase decisions mediated by brand image can be accepted.

### The Influence of Influencers on Purchasing Decisions

The research hypothesis states that influencers have a positive effect on purchasing decisions. The results of the PLS Bootstrapping analysis prove that the proposed hypothesis is accepted. This is demonstrated by the positive path coefficient value of 0.269, which indicates that influencers have a positive effect on purchasing decisions.

This is also evident from the t-statistic value of 2.330, which is greater than the required value of 1.65. Additionally, the p-value obtained is 0.010, which is lower than the significance level  $\alpha$  of 0.05. The findings confirm that influencers have a positive and significant influence on purchasing decisions. In other words, **H1 is accepted**.

These findings indicate that the better influencers are at promoting LA'SKINIC products, the more likely consumers are to purchase those products. Influencers are considered to have credibility and expertise that can significantly influence purchasing decisions, especially if the products they recommend are in line with the values they convey.

### **The Influence of Influencers on Brand Image**

The research hypothesis states that influencers have a positive effect on brand image. The results of the PLS Bootstrapping analysis prove that the proposed hypothesis can be accepted. This is supported by the positive path coefficient value of 0.193, which indicates that influencers have a positive effect on brand image. Furthermore, the t-statistic value for the relationship between influencers and brand image is 2.330, which is above the threshold of 1.65, with a p-value of 0.010, which is less than the threshold of 0.05. The findings indicate that influencers successfully exert a positive and significant influence on brand image. In other words, **H2 is accepted**. The better influencers are at marketing LA'SKINIC products, the better the brand image created in the minds of consumers. Influencers have loyal followers on social media and can influence brand image through endorsements, product reviews, and hosting livestreams. These influencers can create a positive perspective and introduce products in a more personal and credible way.

### **The Influence of Entertainment Experience on Purchasing Decisions**

The research hypothesis states that entertainment experiences have a positive effect on purchasing decisions. The results of the PLS Bootstrapping analysis prove that the proposed hypothesis is accepted. This is demonstrated by the positive path coefficient value of 0.212, which indicates that entertainment experiences have a positive effect on purchasing decisions. This is also evident from the t-statistic value of 1.731, which is greater than the required value of 1.65. Additionally, the p-value obtained is 0.042, which is lower than the significance level  $\alpha$  of 0.05. The findings confirm that entertainment experiences have a positive and significant influence on purchasing decisions. In other words, **H3 is accepted**.

These findings indicate that the better the shopping experience, such as entertainment, felt by consumers when purchasing LA'SKINIC products, the more likely consumers are to purchase those products. An enjoyable entertainment experience while watching a livestreaming session can influence the decision to purchase a product. This is because an audience that is entertained and engaged in the live broadcast will tend to feel closer to the promoted product. When the entertainment experience is connected to content that is both inspiring and entertaining, the audience is more likely to make a purchase because they feel emotionally connected to the brand or product they are watching.

### **The Influence of Entertainment Experiences on Brand Image**

The research hypothesis states that entertainment experiences have a positive effect on brand image. The results of the PLS Bootstrapping analysis prove that the

proposed hypothesis can be accepted. This is supported by the positive path coefficient value of 0.419, which indicates that entertainment experiences have a positive effect on brand image. Furthermore, the t-statistic value for the relationship between entertainment experiences and brand image is 3.503, which is above the criterion of 1.65, with a p-value of 0.000, which is less than the criterion of 0.05.

The findings indicate that the entertainment experience had a positive and significant impact on brand image. In other words, **H4 can be accepted**, the better the experience and the more entertained consumers feel when watching LA'SKINIC livestreaming, the higher the decision to purchase LA'SKINIC products. The entertainment experience provided through TikTok livestreaming can influence brand image, as audiences tend to associate enjoyable entertainment with the brand.

### **The Influence of User Convenience on Purchasing Decisions**

The research hypothesis states that ease of use has a positive effect on purchasing decisions. The results of the PLS Bootstrapping analysis prove that the proposed hypothesis is accepted. This is demonstrated by the positive path coefficient value of 0.236, which indicates that ease of use has a positive effect on purchasing decisions. This is also evident from the t-statistic value of 1.878, which is greater than the requirement of 1.65. Furthermore, the p-value obtained is 0.030, which is lower than the significance level  $\alpha$  of 0.05. The findings confirm that user ease positively and significantly influences purchasing decisions. In other words, **H5 is accepted**. This finding indicates that the greater the ease of use perceived by consumers, the greater their likelihood of purchasing the product.

### **The Influence of User Convenience on Brand Image**

The research hypothesis states that user ease has a positive effect on brand image. The results of the PLS Bootstrapping analysis prove that the proposed hypothesis can be accepted. This is supported by the positive path coefficient value of 0.267, which indicates that user ease has a positive effect on brand image. Furthermore, the t-statistic value for the relationship between user ease and brand image is 2.158, which is above the threshold of 1.65, with a p-value of 0.015, which is less than the threshold of 0.05.

The findings indicate that ease of use has a positive and significant impact on brand image. In other words, **H6 is acceptable**. A positive user experience related to ease of use adds value to the brand. An easy-to-use platform and simple access to purchase or learn more about products improves the consumer experience, which in turn strengthens the brand image.

### **The Influence of Brand Image on Purchasing Decisions**

The research hypothesis states that brand image has a positive effect on purchasing decisions. The results of the PLS Bootstrapping analysis prove that the proposed hypothesis is accepted. This is demonstrated by the positive path coefficient value of 0.231, which indicates that brand image has a positive effect on purchasing decisions. This is also evident from the t-statistic value of 1.924, which is greater than the requirement of 1.65. Additionally, the p-value obtained is 0.027, which is lower than the significance level  $\alpha$  of 0.05. The findings confirm that brand image has a positive and significant influence on purchasing decisions. In other words, **H7 is accepted**.

These findings indicate that the better the brand image of LA'SKINIC, the more likely consumers are to purchase its products. A positive brand image often has a significant influence on purchasing decisions. When a brand like LA'SKINIC has a good image in the eyes of consumers, they are more likely to purchase products from that brand. A strong brand image fosters positive perceptions, reduces the risk of negative perceptions, and ultimately influences consumers' decisions to purchase the product.

### **The Influence of Brand Image Mediated by Influencers on Purchasing Decisions**

The research hypothesis states that brand image plays a mediating role between influencer constructs and purchasing decisions. The results of the PLS Bootstrapping analysis prove that the proposed **hypothesis is rejected**. This can be seen from the t-statistic value of 1.221, which is lower than the requirement of 1.65. Furthermore, the p-value obtained is 0.111, which is higher than the significance level  $\alpha$  of 0.05. The findings confirm that brand image cannot mediate the influence of influencers on purchasing decisions. In other words, **H8 is rejected**.

Influencers act as independent variables that influence brand image. Influencers can influence consumer perceptions of brands, either through endorsements or product promotions on TikTok. The brand image created by influencers will influence how consumers view the quality and credibility of products. The positive influence of influencers can improve the overall brand image. Purchase decisions, as the dependent variable, are influenced by the brand image that is formed. When the brand image is positive, consumers are more likely to make purchasing decisions. Effective influencers enhance brand image, which in turn creates positive perceptions in consumers' minds. A positive brand image influences consumers' attitudes toward the product and ultimately their decision to make a purchase.

### **The Influence of Brand Image Mediating Entertainment Experience on Purchasing Decisions**

The research hypothesis states that brand image can mediate the influence of entertainment experiences on purchasing decisions. The results of the PLS Bootstrapping analysis prove that the proposed hypothesis is accepted. This is shown by the positive path coefficient value of 0.097. This is also evident from the t-statistic value of 1.671, which is greater than the requirement of 1.65. Furthermore, the p-values obtained are 0.047, which is lower than the significance level  $\alpha$  of 0.05. The findings confirm that brand image can mediate the influence of experience on purchasing decisions. In other words, **H9 is accepted**.

These findings indicate that the more entertained consumers feel, the better the brand image created, which will increase consumers' decisions to purchase LA'SKINIC products. Purchasing decisions are influenced by how the entertainment experience changes perceptions and attitudes toward the brand, which ultimately leads to the decision to buy. Pleasant and entertaining experiences can shape a more positive brand image in the eyes of consumers. A strong and positive brand image tends to increase consumer trust and lead to purchasing decisions.

## The Influence of Brand Image Mediating User Convenience on Purchasing Decisions

The research hypothesis states that brand image plays a mediating role between user convenience and purchase decisions. The results of the PLS Bootstrapping analysis prove that the proposed hypothesis is rejected. This is evident from the t-statistic value of 1.334, which is lower than the required value of 1.65. Additionally, the p-value obtained is 0.091, which is higher than the significance level  $\alpha$  of 0.05. The findings confirm that brand image cannot mediate the influence of user ease on purchase decisions. In other words, **H10 is rejected**.

User-friendliness refers to how easy it is for consumers to use the TikTok app to interact with content, make purchases, or explore products. User-friendliness in interacting with TikTok can enhance the overall user experience, which in turn improves brand perception. A brand's image, shaped by user-friendliness, becomes stronger and more positive, influencing purchasing decisions. If users feel comfortable and encounter no obstacles while using the platform, they are more likely to trust the products being promoted. Purchasing decisions are influenced by brand image. When the user experience is smooth and convenient, it increases the likelihood of purchase. The ease and convenience of using TikTok will enhance positive perceptions of the brand. A good brand image will influence consumers to be more confident in making purchases.

## CONCLUSION

Based on the results of the research and discussion, it can be concluded that influencers have a positive and significant effect on purchasing decisions and brand image. Furthermore, entertainment experiences have a positive and significant effect on purchasing decisions and brand image, while ease of use has a positive and significant effect on purchasing decisions and brand image. Brand image has a positive and significant influence on purchasing decisions; however, brand image cannot mediate the influence of influencers on purchasing decisions. Brand image can mediate the influence of experience on purchasing decisions; however, brand image cannot mediate the influence of user convenience on purchasing decisions for LA'SKINIC products.

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