

## How Live TikTok Shopping Affects Brand Image and Purchase Intention among Consumers of YSL Beauty Luxury Products in Indonesia.

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### Abstract

Study This analyze The influence of Live Streaming, Social Media Influencers, and Electronic Word of Mouth ( eWOM ) on Purchase Intention with Brand Image as an variables mediation among YSL Beauty Indonesia consumers on the TikTok platform. Research results show that Live Streaming has an effect significant towards Purchase Intention, however No influential significant on Brand Image, so its influence nature directly . On the other hand , Social Media Influencers and eWOM proven influential positive and significant on Brand Image and Purchase Intention. In addition , Brand Image has an influence significant on Purchase Intention and plays a role as a mediator in the influence of Social Media Influencers and eWOM , but No mediate The influence of live streaming. Research methods use approach quantitative with survey against 150 respondents users active Live TikTok Shopping YSL Beauty and analyzed using SEM-PLS. Findings This confirm that in context product luxury cosmetics , communication strategy based credibility social and experience consumer more effective in build image brand compared to promotion interactive term short .

**Keywords:** Live TikTok Shopping, Social Media Influencer, Electronic Word of Mouth ( eWOM ), Brand Image, Purchase Intention, Luxury Cosmetics, YSL Beauty Indonesia.

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### INTRODUCTION

In the digital era that continues growing , live streaming on the TikTok platform has become one of the marketing strategies main , especially For reach consumer millennials and Generation Z in Indonesia. Indonesia is recorded as a country with amount the world's largest TikTok user base with more of 194 million users active as of July 2025, where the majority users be in range 18–34 years old (DataIndonesia.id, 2025; We Are Social, 2024). The live shopping feature on TikTok allows brands to promote products in real-time while building more personal interactions with consumers. In this context, the cosmetics category is one of the sectors most actively utilizing live streaming as a digital marketing medium. Luxury brands like YSL Beauty Indonesia have also adopted this strategy as an effort to combine traditional luxury values with an interactive, technology-based marketing approach.

YSL Beauty in Indonesia is positioned as a luxury beauty brand, which is reflected in the relatively high price range of its products compared to mass market beauty brands; in general, makeup products are in the range of ±Rp700,000–Rp1,600,000, skincare and skincare products in the range of ±Rp1,000,000–Rp2,000,000+, and perfume or fragrance in the range of ±Rp1,700,000–Rp3,700,000+. This price range forms the perception of exclusivity, premium quality, and brand prestige in the minds of consumers, which are important elements in differentiating YSL Beauty as a luxury cosmetics brand in the Indonesian market.

YSL Beauty's presence on TikTok live sessions has created an interesting and controversial phenomenon among users. Some consumers believe that the presence of a luxury brand on a mass-market platform has the potential to erode its exclusivity and diminish its premium aura, making YSL Beauty's image more "ordinary." However, on the other hand, some consumers believe that the host's elegant and professional demeanor has maintained YSL Beauty's premium image while also providing consumers with easy access to products online outside of the official website. This phenomenon raises crucial questions about how live streaming strategies, along with other digital communications such as social media influencers and electronic word-of-mouth (eWOM), influence brand image and purchase intention for luxury products. In the context of luxury brands, a strong and exclusive brand image is a key foundation that influences consumer perceptions of product quality, status, and value. If this image is eroded, consumer loyalty and purchase intention can potentially decline, especially in increasingly competitive and open markets like Indonesia (Darmatama & Erdiansyah, 2021).

Empirically, YSL Beauty's TikTok Live Commerce strategy demonstrated significant performance. During the live streaming period, YSL Beauty reportedly experienced a 38% increase in digital sales through its TikTok Live channel compared to the previous period. Furthermore, the number of followers on YSL Beauty's TikTok account increased by 65% in the first three months since the launch of the live sessions, and approximately 70% of live session viewers were new users (Marketing.co.id, n.d.). These data indicate that live streaming not only plays a role in driving sales conversions but is also effective in expanding audience reach and attracting new consumers. These findings confirm that live shopping on TikTok holds significant strategic potential for luxury brands, although at the same time it poses challenges related to the consistency of the brand's exclusivity image.

Besides live streaming, Electronic Word-of-Mouth (eWOM) also plays a role . role important in form perception consumer to brand Luxury . The credibility and quality of eWOM, in the form of consumer reviews and comments widely shared during live streaming sessions, also influence product appeal and purchasing decisions. A survey in Indonesia showed that more than 75% of luxury cosmetics consumers admitted to being influenced by online reviews in their purchasing decisions (Bajang Journal, 2023). This suggests that eWOM serves as a reference source that can strengthen or weaken brand image, given that consumers tend to seek additional information before making high-value purchases, especially for luxury products (Princesa & Djajalaksana, 2021). Therefore, understanding the role of eWOM is crucial in the context of digital marketing of luxury products.

Previous research has shown that live streaming and social media influencers, two communication channels in social commerce, have a joint influence on consumer purchase intention. Social media influencers play a crucial role in building trust and emotional connection with audiences through personal and authentic creative content, thereby enhancing the credibility of promotional messages (Balaban & Mustatea, 2019; Saini et al., 2021). Conversely, live streaming provides interactivity and an entertaining experience that enhances consumer engagement. Therefore, integrating social media influencers into a live streaming strategy is crucial for maintaining trust and increasing consumer purchase intention on digital platforms like TikTok (Qin et al., 2023).

Recent research shows that TikTok live streaming effectively increases consumer purchase intention through various mechanisms, including brand awareness, interactivity, and enhanced brand image (Murdinar et al., 2024). Furthermore, the role of influencers in live streaming has also been shown to significantly increase trust and purchase decisions for luxury cosmetic products in Indonesia (Rachman et al., 2024). These studies collectively strengthen the relevance of examining the influence of live streaming and eWOM on brand image and purchase intention, particularly for luxury cosmetic products in the Indonesian market.

This study aims to explore in depth the dynamics of the influence of Live Streaming, Social Media Influencers, and Electronic Word-of-Mouth on Purchase Intention with Brand Image as a mediating variable on YSL Beauty consumers in Indonesia. Emphasis is placed on identifying effective marketing strategies to maintain brand exclusivity amidst the rapid penetration of digital media, where the presence of live commerce often challenges the boundaries between closeness and the luxury aura of a brand. By considering the risk of declining exclusive image as a real challenge in the digital era, the results of this study are expected to provide a practical overview as well as a conceptual foundation for industry players in designing appropriate communication and marketing strategies, namely strategies that maintain the prestige and attractiveness of luxury brands in the eyes of new generation digital consumers, without losing the essence of exclusivity that is the identity of YSL Beauty.

### **Stimulus-Organism-Response (SOR)**

This study uses the Stimulus-Organism-Response (SOR) framework to understand the psychological mechanisms of consumer decision-making in the context of *live streaming* and *e-commerce* of luxury cosmetic products. In the SOR model, stimulus (S) includes external stimuli such as interactive experiences during *live streaming*, online consumer reviews (OCR), and electronic word of mouth (eWOM). Organism (O) represents the internal processes or psychological states of consumers, including brand image perception, trust, and satisfaction. Meanwhile, response (R) refers to the final behavioral response, namely purchase intention (Kotler & Keller, 2022).

Kotler and Keller (2022) explain that various marketing stimuli, such as quality of experience, brand interactions, and digital communication messages, are processed internally by consumers to form certain perceptions, attitudes, and

emotions that then give rise to behavioral responses such as loyalty and purchase intentions. The SOR framework is highly relevant in digital marketing research because it allows for an understanding of how stimuli from the digital environment, such as live streaming features, consumer reviews, and the viral effects of eWOM, act as stimuli mediated by internal psychological variables such as brand image before ultimately influencing purchase decisions (Kotler & Keller, 2022).

The SOR approach itself is a long-used model in consumer behavior studies to explain the sequence of stimulus, internal process (organism), and response, as formulated by Mehrabian and Russell (1974). This model has also been widely adopted in the context of *live commerce* and luxury product *branding* in today's digital era (Chen et al., 2023).

### Live Streaming

*Live streaming* is currently a primary tool in *e-commerce marketing*, particularly in Southeast Asia and Indonesia. It is broadcast live interactive audio-visual that allows consumers see condition product in a way *real-time* through host explanation (Christy, 2023). Recent studies show *Live streaming* not only provides convenience and *real-time* interaction between sellers and buyers, but also generates strong emotional experiences and engagement, thus triggering impulsive buying behavior (Indriastuti et al., 2024). High interactivity through live commentary, virtual gift giving, and *personal branding features* *Streamers* create an immersive social atmosphere and make it easier for consumers to obtain *real-time product information* while feeling entertained. This strengthens consumer purchase intention and increases the effectiveness of purchasing decisions (Pujiastuti et al., 2023; Aprilya & Indayani, 2024). Shopee and TikTok are two major *live streaming commerce platforms* with comprehensive features that support interactive and persuasive purchasing experiences, proven to increase transaction value and purchase volume among young consumers (Al Jonet et al., 2024). In research This, the Live Streaming experience is measured through Sense of Community, Interactivity, and Emotional Support (Chen & Liao, 2021).

### Social Media Influencer

Social media influencers are figure known public wide online and have large following as well as influence significant to behavior consumers (Balaban & Mustatea, 2019). Influencers can be found on various social media platforms such as YouTube, Instagram, TikTok, and personal blogs. In a marketing context, influencers serve as an effective communication tool that can convey product information to consumers directly and personally (Saini et al., 2021). Through creative and authentic content, influencers can influence consumer perceptions of brands, especially luxury brands like YSL Beauty. Therefore, these characteristics make influencers a trusted source of recommendations in the consumer decision-making process. Social Media Influencer indicators include Trustworthiness, Credibility, and Attractiveness (Ohanian, 1990).

### Electronic Word of Mouth

Electronic word of mouth (e-WOM) is statement positive and negative about something product or the company submitted to other parties via the internet (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004). E-WOM is now a strategic instrument in digital marketing with a wide reach and rapid dissemination character through various online channels, including social media and review forums. Contemporary research confirms the role of e-WOM in shaping consumer perceptions of a brand and product in the context of online purchasing in Indonesia. Positive and negative radiation from e-WOM can influence brand image and purchase intentions, with consumers more trusting e-WOM from fellow users as an authentic reference (Rahman et al., 2018; Cheung & Thadani, 2012). Electronic Word of Mouth indicators include Information Quality, Quantity, and Credibility (Bhattacharjee & Sanford, 2006).

### **Brand Image**

Brand image refers to the image of a product in the minds of consumers and how the market interprets its characteristics (Chatterjee & Basu, 2020; Gabrielli & Baghi, 2016). Armstrong et al. (2018) argue that an effectively communicated image can protect a brand from competition and strengthen its position in the market. Research in *e-commerce* confirms that a positive brand image can reduce doubts, increase consumer loyalty, and strengthen purchase intentions (Keller, 1993; Chakraborty & Bhat, 2017). In the *live commerce ecosystem*, brand image can be mediated and strengthened through positive perceptions built through *streaming interactions* and *credible reviews* (Stefani, 2023). Brand image indicators include the strength of brand associations, the favorability of brand associations, and the uniqueness of brand associations (Tjiptono, 2015).

### **Purchase Intention**

Trend a consumer For buy something product or service called as Purchase Intention (PI). In other words, the buyer own expectation that they will buy product the after through the evaluation process (Torlak et al., 2019). Purchase Intention is results expected ending in chain The influence of Live Streaming, Social Media Influencers, and e-WOM. The implementation of marketing strategies using social media influencers can lead to a positive relationship with brand image because content published on social media is more effective in influencing consumer behavior and purchase intentions (Hermanda et al., 2019). Recent studies have shown that purchase intentions on *live streaming platforms* are influenced by the quality of the interaction experience, the trust built, and the brand image obtained from various interactive *touchpoints* (Ling et al., 2011; Indriastuti et al., 2024). The use of interactive media based on *live streaming* combined with digital consumer reviews and testimonials strengthens purchase motivation in a more persuasive and emotional way (Ming et al., 2021; Ghautsiyyah & Rahayu, 2025). Purchase Intention indicators include Transactional Interest, Referential Interest, Preferential Interest, and Exploratory Interest (Xie et al., 2016).

### **Live Streaming and Brand Image**

*Live streaming* is an interactive audio-visual broadcast that allows consumers to see product conditions in *real time* through a host's explanation (Christy, 2023). This interaction builds consumer trust through a positive and entertaining shopping experience, thereby increasing purchase intention (Christy, 2023). Consumer engagement during *live streaming* supports *brand image formation*, as consumers gain direct experience and association with the products displayed (Keller, 2016).

Brand image is a crucial element in shaping a brand's image through consumer experiences, interactions, and associations. Effective marketing strategies, including promotional campaigns and positive messaging, strengthen brand image (Keller, 2016). Consumers tend to prefer products from brands with a strong and trustworthy *brand image*, which significantly impacts purchasing decisions. Thus, live streaming not only directly impacts purchasing decisions but also indirectly strengthens brand image, which is a strategic asset for brands in market competition. H1: Live Streaming has an effect positive and significant towards Brand Image.

### **Social Media Influencers and Brand Image**

Social Media Influencer play role important in form image brand through credibility, power attraction, and the authenticity it possesses. Based on *Source Attractiveness Model* from Ohanian (1990), the more interesting and can trusted an endorser, the more its influence is also strong to reception messages by audiences. In the context of digital marketing, influencers can foster consumer trust and engagement through creative content, honest reviews, and a personalized communication style. This allows the brands they represent to be perceived more positively and relevantly, creating emotional associations that increase brand value in the eyes of consumers (Hariyanti & Wirapraja, 2018; Saini et al., 2021).

Influencer credibility, established through ongoing interactions on various social media platforms, such as Instagram, TikTok, and YouTube, can strengthen the relationship between consumers and brands. Authentic content and two-way communication enable audiences to feel a sense of closeness with influencers, which then impacts their perception of the promoted brand (Balaban & Mustatea, 2019; Hermanda et al., 2019). Previous research also shows that the social influence generated by influencers creates a positive effect on brand image, especially when the influencer's values and lifestyle align with the brand's identity.

H2: Social Media Influencers are influential positive and significant towards Brand Image.

### **Electronic Word of Mouth and Brand Image**

Electronic word of mouth (eWOM) is a highly influential form of consumer communication that shapes brand perceptions and image (Yap et al., 2013). Positive eWOM tends to be more effective in increasing positive brand perceptions than negative ones, thus supporting consumer purchasing decisions. Information conveyed through eWOM is considered more credible because it comes from fellow consumers, not marketing sources (Chen et al., 2016).

With technological advancements, eWOM is widely disseminated through social media and *online platforms*, enabling consumers to actively seek and share information (Daugherty & Hoffman, 2014). The quality, quantity, and credibility of

eWOM are key factors influencing brand image and purchase intention (Cheung et al., 2008). Brand image is a collection of consumer associations and perceptions of a brand that aid purchasing decisions (Aaker, 2009). Empirical studies show that brand image plays a crucial role in mediating the relationship between eWOM and consumer purchase intention (Evgeniy et al., 2019). Therefore, eWOM, through strengthening brand image, can significantly increase purchase intention, particularly in the luxury product market such as cosmetics.

H3: eWOM has a positive and significant effect on Brand Image.

### **Live Streaming and Purchase Intention**

Live streaming, as implemented on the TikTok platform, enables real-time interaction between consumers and product presenters, creating a more informative and interactive shopping experience (Jia et al., 2022). The interactivity characteristic of live streaming provides consumers with the opportunity to obtain direct product explanations, ask questions, and receive real-time responses, ultimately increasing consumer confidence in making purchasing decisions. Empirical findings in the context of social commerce indicate that interactivity in live streaming has a positive and significant effect on purchase intention, and that the informational benefits consumers obtain through live channels also directly increase purchase intention, thus confirming the role of live streaming as an effective mechanism in driving consumer purchase intention (Qin et al., 2023).

H4: Live Streaming has an effect positive and significant towards Purchase Intention.

### **Social Media Influencers and Purchase Intention**

Social Media Influencers have significant influence to *purchase intention* Because his abilities in build trust , creating proximity emotional , as well as convey message promotion personally and authentically to their audience . According to Balaban and Mustatea (2019) and Saini et al. (2021), influencers function as intermediary effective communication in convey information product in a way directly , so that create Strong credibility and persuasiveness . Creative content shared by influencers can generate consumer interest and desire to purchase, especially when the influencer's values and lifestyle align with the brand identity being promoted. This aligns with the findings of Hermanda et al. (2019) , which show that social media influencer-based marketing strategies play a significant role in driving purchase intention through enhanced brand image and positive interactive experiences. Thus, the activities and content produced by influencers not only increase consumer awareness but also strengthen their motivation to make actual purchases.

H5: Social Media Influencers are influential positive and significant towards Purchase Intention.

### **Electronic Word of Mouth and Purchase Intention**

E-WOM or *Electronic Word of Mouth* is exchange information between consumer potential , actual , and past about something products , services , or ongoing brand online and can accessible to the public ( Ismagilova et al., 2020). This communication

process has a significant influence on purchase intention because consumers tend to trust recommendations from fellow users, who are perceived as more authentic than company marketing messages (Rahman et al., 2018). Pratiwi and Yasa's (2019) findings indicate that e-WOM has a positive effect on brand image, which ultimately drives purchase intention. Thus, the quality and direction of e-WOM are important factors in determining the formation of *purchase intention* in the context of digital marketing.

H6: Electronic Word of Mouth has an influence positive and significant towards Purchase Intention.

### **Brand Image and Purchase Intention**

Positive Brand Image can reduce uncertainty and perception risk in the purchasing process, so increase belief consumers and intentions buy to products, especially brands luxurious such as YSL Beauty (Chatterjee & Basu, 2020; Gabrielli & Baghi, 2016). Armstrong et al. (2018) emphasized that an effectively communicated brand image can strengthen a brand's competitive position in the market and support business sustainability. Thus, brand image plays a crucial role in shaping consumer purchase intentions.

H7: Brand Image has an influence positive and significant towards Purchase Intention.

### **The Role of Brand Image Mediation between Live Streaming, Social Media Influencers, and eWOM on Purchase Intention**

Brand Image plays a role as a mediator that connects the influence of Live Streaming and Electronic Word of Mouth (eWOM) on interest buy consumers. In the context of Live Streaming, Jia et al. (2022) emphasized that experience interactive and two-way communication during live streaming sessions can strengthen Brand Image, which then contributes to increased Purchase Intention. Building emotional bonds and increasing brand expectation are crucial in marketing luxury cosmetic products. Furthermore, social media influencers, as powerful public figures, are able to build trust and emotional closeness through authentic and personalized creative content (Balaban & Mustatea, 2019; Saini et al., 2021). These influencer activities strengthen the brand image of the promoted brand, which in turn motivates consumer Purchase Intention.

Furthermore, eWOM, which is electronic communication between consumers, also plays a crucial role in shaping perceptions and purchasing decisions. Reviews and recommendations from other consumers strengthen brand image, ultimately increasing product purchase intention (Rahman et al., 2018; Keller, 1993). Thus, brand image plays a strategic role as a link between stimuli from live streaming, social media influencers, and eWOM with consumer behavioral responses in the form of purchase intention.

H8: Brand Image mediates The influence of Live Streaming on Purchase Intention.

H9: Brand Image mediates The influence of social media influencers on purchase intention.

H10: Brand Image mediates The influence of Electronic Word of Mouth ( eWOM ) on Purchase Intention.

## METHOD

The conceptual framework in this study is based on the Stimulus-Organism-Response (SOR) approach (Mehrabian & Russell, 1974; Kotler & Keller, 2022), where the factors such as Live Streaming, Social Media Influencer, and eWOM positioned as the stimulus (S), brand image as the mediating organism (O), and purchase intention as the response (R). This model allows for a comprehensive analysis of the flow of external and internal influences on purchase intentions for *luxury cosmetic products* on TikTok.

This study uses a quantitative approach with a causal research design to test the influence of independent variables on the dependent variable and the mediation mechanism of Brand Image. Data were collected through questionnaires distributed to consumers in Indonesia who are active users of the TikTok platform and have interacted with the *live shopping feature* , especially in the context of purchasing luxury makeup products from the YSL Beauty brand. The data collection instrument was a questionnaire with a Likert scale of 1 to 5, consisting of the following categories: Strongly agree with a score of 5; Agree with a score of 4; Neutral with a score of 3; Disagree with a score of 2; Strongly disagree with a score of 1. This study was conducted over a three-month period, starting from September to November 2025.

The population in this study were beauty product consumers in Indonesia who had watched TikTok *live shopping* , especially brands that target the luxury segment . A sample of 150 respondents was taken using a *purposive sampling technique* distributed online with the following criteria: 1) At least 18 years old and an active user of the TikTok platform; 2) Have experience watching YSL Beauty Indonesia live streaming shopping on TikTok and have never made a purchase; 3) Domiciled in Indonesia.

The questionnaire consists of several sections that measure the following variables: Live Streaming, Social Media Influencer, Electronic Word of Mouth (e-WOM), Brand Image, and Purchase Intention, each of which is adapted from instrument study previous .

Conceptual model study This depicted visually for clarify connection between constructs and paths influence , as well as mechanism Brand Image mediation in strengthen The influence of Live Streaming, Social Media Influencers, and e-WOM on Purchase Intention. Data analysis was conducted using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach through the latest version of SmartPLS software to test the relationship between variables, the validity and reliability of instruments, and hypothesis testing including mediation testing. According to Hair et al. (2019), PLS-SEM is a flexible statistical method and is suitable for use in research with complex models and relatively small samples, aiming to maximize the variance of latent constructs that can be explained while optimizing the prediction of the measurement model and the structure of the relationship between variables.

## RESULT AND DISCUSSION

### Respondent characteristics

The respondent profile analysis in this survey is based on the following demographics:

**Table 4.1. Characteristics Respondents**

Category	Items	f	%
<b>Gender</b>	Woman	129	86.0
	Man	21	14.0
	<b>Total</b>	<b>150</b>	<b>100%</b>
<b>Age</b>	18-24 years	143	95.3
	25-30 years	1	0.7
	31-35 years	2	1.3
	Over 40 years old	4	2.7
	<b>Total</b>	<b>150</b>	<b>100%</b>
<b>Last education</b>	High School / Equivalent	111	74.0
	Diploma (D3)	3	2.0
	Bachelor degree)	36	24.0
	<b>Total</b>	<b>150</b>	<b>100%</b>
<b>Employment Status</b>	Students	128	85.3
	Employee Private	11	7.3
	Businessman	1	0.7
	Civil Servants / State-Owned Enterprise Employees	3	2.0
	<b>Total</b>	<b>150</b>	<b>100%</b>

Based on the characteristics of the respondents, the majority of respondents were female with a total of 129 people (86.0 percent), while male respondents numbered 21 people (14.0 percent) out of a total of 150 respondents. In terms of age, the majority of respondents were in the 18-24 year range, namely 143 people (95.3 percent), while other age groups had a much smaller proportion.

Based on their last education, the majority of respondents were high school graduates/equivalent, amounting to 111 people (74.0 percent), followed by bachelor's degree graduates (S1) amounting to 36 people (24.0 percent). Meanwhile, respondents with a diploma (D3) educational background had a relatively small proportion. In terms of employment status, the majority of respondents were

students or university students with a total of 128 people (85.3 percent), while respondents who worked as private employees, entrepreneurs, and civil servants/state-owned enterprise employees had a lower percentage. This finding indicates that the study respondents were dominated by young age groups with an active educational background and academic activities.

### Measurement Models

suitability test , validity test and reliability test is as following :

**Table 4.2. Convergent Validity and Composite Reliability**

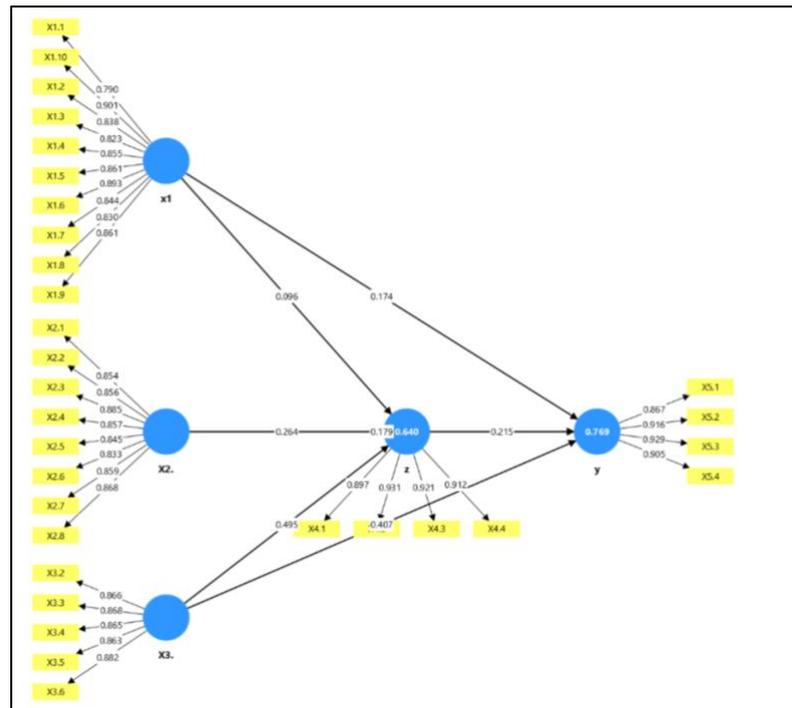
Variables	Items	Loading Factor	Cronbach's Alpha	CR	AVE
<i>Live Streaming</i>	I regularly activate YSL Beauty live streaming notification for get information about product new .	0.790	0.957	0.963	0.723
	I am active interact with YSL Beauty hosts during a live stream for know more Lots information product	0.901			
	I like give likes, emojis, or virtual gifts during the live streaming .	0.838			
	Become part from community YSL Beauty live streaming viewers made I feel near with the brand .	0.823			
	I enjoy interact with fellow YSL Beauty lovers in the room live streaming comments .	0.855			
	I want to Keep going active follow every YSL Beauty live streaming sessions in the future .	0.861			
	YSL Beauty live stream viewers have similarities style life and interests to luxury beauty .	0.893			
	When I was in doubt about buying products , comments and host directions help convincing decision I .	0.844			

	Host YSL Beauty showcases enthusiasm and professionalism that strengthens brand image .	0.830			
	I feel more believe self to YSL Beauty quality after watch live streaming	0.861			
<i>Social Media Influencer</i>	I feel like the TikTok influencers who are promoting YSL Beauty products can trusted .	0.854	0.948	0.957	0.735
	Influencers provide honest and non-misleading information about YSL Beauty products.	0.856			
	I believe that the influencer's recommendation in accordance with quality original YSL Beauty products .	0.885			
	I believe influencer experience in use YSL Beauty products can made into reference .	0.857			
	The influencer appears to be professional and an expert in the field of beauty and cosmetics.	0.845			
	Appearance influencer's physique is appropriate and attractive for I in context promotion YSL Beauty products .	0.833			
	The influencer's delivery and communication style made me interested in the product being promoted.	0.859			
	The influencer seemed authentic and engaging, which made me comfortable following their recommendations.	0.868			
<i>Electronic Word of Mouth</i>	The eWOM information I received about YSL Beauty products was easy to understand and clear.	0.866	0.919	0.939	0.755
	Available Lots reviews and recommendations about YSL Beauty on social media especially during live shopping.	0.868			
	Many TikTok users discuss and give testimoni positive about YSL Beauty.	0.865			
	Online comments and recommendations about YSL	0.863			

	Beauty can trusted and strengthened Power pull brand. The e-WOM information about YSL Beauty displays impression exclusive and authentic as a luxury brand .	0.882			
<i>Brand Image</i>	YSL Beauty has high quality and luxury characteristics that set it apart from other brands.	0.897	0.935	0.954	0.837
	YSL Beauty is known own history and reputation prestigious in the world of cosmetics luxurious .	0.931			
	I believe YSL Beauty products will give appropriate results with high-end expectations .	0.921			
	YSL Beauty appears consistent as a relevant luxury brand with style modern Indonesian life .	0.912			
<i>Purchase Intention</i>	I wish buy YSL Beauty products after watch broadcast TikTok live .	0.867	0.926	0.947	0.818
	I will buy YSL Beauty for fulfil need my future luxury cosmetics .	0.916			
	I am interested in try product new YSL Beauty introduced in live shopping.	0.929			
	I am interested in For look for information more Lots about YSL Beauty products after watch live streaming.	0.905			

Source : *Processed by Researchers, 2025*

Based on Table 4.2 Convergent Validity and Composite Reliability, all indicators used in study This has fulfil criteria testing validity and reliability construct . Convergent validity testing shows that all over loading factor value for each indicator is above the minimum limit of 0.70, so every indicator stated capable represent constructs being measured in a way good . In terms of overall , results testing show that all over construct in study This own Cronbach's Alpha and Composite Reliability values above 0.70, and AVE values exceed 0.50, accordingly with The criteria recommended by Hair et al. (2021) Thus, it can be concluded that all indicators in this study have met the requirements for convergent validity and reliability, thus the research instrument is declared feasible and can be used for further structural model analysis.



**Figure 4.1 PLS-SEM Algorithm**  
 Source : *Processed by Researchers, 2025*

**Discriminant Validity**

Test results *discriminant validity* is as following :

**Table 4.3. Discriminant Validity – Cross Loadings**

Indicator	X2.	X3.	x1	y	z
X1.1	0.471	0.479	0.790	0.491	0.401
X1.10	0.569	0.610	0.901	0.626	0.583
X1.2	0.434	0.461	0.838	0.499	0.365
X1.3	0.473	0.519	0.823	0.546	0.478
X1.4	0.531	0.501	0.855	0.530	0.519
X1.5	0.508	0.556	0.861	0.589	0.474
X1.6	0.576	0.601	0.893	0.667	0.534
X1.7	0.552	0.614	0.844	0.586	0.490
X1.8	0.473	0.523	0.830	0.532	0.491
X1.9	0.582	0.602	0.861	0.610	0.536
X2.1	0.854	0.710	0.497	0.698	0.607
X2.2	0.856	0.694	0.493	0.659	0.613
X2.3	0.885	0.729	0.507	0.674	0.647
X2.4	0.857	0.740	0.504	0.714	0.635
X2.5	0.845	0.703	0.512	0.654	0.623
X2.6	0.833	0.755	0.555	0.639	0.671
X2.7	0.859	0.764	0.596	0.693	0.690
X2.8	0.868	0.770	0.528	0.720	0.629
X3.2	0.781	0.866	0.548	0.711	0.693
X3.3	0.728	0.868	0.557	0.718	0.675

X3.4	0.715	0.865	0.561	0.741	0.643
X3.5	0.708	0.863	0.553	0.717	0.650
X3.6	0.785	0.882	0.593	0.770	0.737
X4.1	0.642	0.678	0.485	0.681	0.897
X4.2	0.684	0.710	0.524	0.700	0.931
X4.3	0.710	0.763	0.567	0.709	0.921
X4.4	0.694	0.713	0.537	0.723	0.912
X5.1	0.715	0.728	0.613	0.867	0.637
X5.2	0.719	0.751	0.598	0.916	0.687
X5.3	0.747	0.822	0.611	0.929	0.742
X5.4	0.697	0.744	0.612	0.905	0.714

Source : Processed by Researchers, 2025

Table 4.3 shows results testing *cross loadings* which indicate that all over indicator own the highest loading value on the constructs that each one measures , so that declared valid and worthy used in the measurement model . The Live Streaming indicator (X1.1–X1.10) has loading value in the range of 0.790–0.901, Social Media Influencer (X2.1–X2.8) is in the range of 0.833–0.885, Electronic Word of Mouth (X3.2–X3.6) has loading value between 0.863–0.882, Brand Image (X4.1–X4.4) shows loading value in the range of 0.897–0.931, and Purchase Intention (X5.1–X5.4) has loading value between 0.867–0.929. Findings This confirm that every indicator own ability adequate differentiator , so that validity discriminant in study This has fulfilled in accordance with criteria proposed by Hair et al. (2021).

**Table 4.4. Discriminant Validity - Fornell Lacker**

	SMI	EWO M	LS	PI	BI
<i>Social Media Influencer</i>	0.857				
<i>Electronic Word of Mouth</i>	0.856	0.869			
<i>Live Streaming</i>	0.612	0.647	0.850		
<i>Purchase Intention</i>	0.796	0.842	0.672	0.905	
<i>Brand Image</i>	0.747	0.783	0.578	0.769	0.915

Source : Processed by Researchers, 2025

Table 4.4 shows that mark *Fornell–Larcker Criterion* on each construct generally more big compared to with correlation between construct others , so that in a way general fulfil criteria *Discriminant validity* .  $\sqrt{AVE}$  value for each construct are Social Media Influencer (0.857), Electronic Word of Mouth (0.869), Live Streaming (0.850), Purchase Intention (0.905), and Brand Image (0.915). However , the  $\sqrt{AVE}$  value of Social Media Influencer (0.857) is very close to the correlation with Electronic Word of Mouth (0.856), so that validity discriminant in pairs construct the classified as *borderline* . However, because the  $\sqrt{AVE}$  values for all constructs are not smaller than the correlations between related constructs, the overall discriminant validity of the variables in this study is still acceptable according to the recommendations of Hair et al. (2021).

Table 4.5. R Square

	R-square	R-square adjusted
<i>Purchase Intention</i>	0.769	0.762
<i>Brand Image</i>	0.640	0.633

Source : Processed by Researchers, 2025

In testing the structural model (inner model), the R-Square value for the Purchase Intention construct of 0.769 indicates that 76.9% of Purchase Intention variability can be explained by the variables in the model, with an adjusted R-Square value of 0.762 indicating the stability of the model after considering its complexity.

Furthermore, the Brand Image construct has an R-Square value of 0.640, which means that 64.0% of the variability of Brand Image can be explained by exogenous variables in the model, with an adjusted R-Square of 0.633, thus reflecting a moderate to strong level of explanation.

Referring to the criteria proposed by Hair et al. (2021), an R-square value of 0.25 is categorized as weak, 0.50 as moderate, and 0.75 as high. Therefore, the R-square values for both constructs indicate that this research model has strong predictive ability and is suitable for explaining the relationships between variables without indicating overfitting.

#### Examination The Inner Model or Structural Model

The direct effect test between variables in the structural model was conducted to determine the direction of the relationship and the level of significance of the influence between the exogenous and endogenous variables formulated in the research hypothesis. This analysis used the *direct effect method* through the *bootstrapping procedure* in SmartPLS 4 to obtain path coefficient estimates, *t-statistic values*, and *p-values* as the basis for decision-making regarding the research hypothesis. The complete results of the direct effect test between variables are presented in the following table.

Table 4.6. Direct Effect

Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Results
<i>Live Streaming à Purchase Intention</i>	0.174	0.190	0.074	2,369	0.018	Accepted
<i>Live Streaming for Brand Image Social Media</i>	0.096	0.104	0.067	1,439	0.150	Rejected
<i>Influencer à Purchase Intention Social Media</i>	0.179	0.175	0.087	2,062	0.039	Accepted
<i>Influencer à Brand Image</i>	0.264	0.262	0.102	2,590	0.010	Accepted
<i>Electronic Word of Mouth à Purchase</i>	0.407	0.400	0.111	3,673	0.000	Accepted

<i>Intention</i>						
<i>Electronic Word of Mouth à Brand Image</i>	0.495	0.483	0.105	4,734	0.000	Accepted
<i>Brand Image à Purchase Intention</i>	0.215	0.209	0.074	2,893	0.004	Accepted

Source : *Processed by Researchers, 2025*

Based on results analysis *direct effect* in Table 4.6, partly big connection intervariable show influence positive and significant , as indicated by the value *p-value* < 0.05 and *t-statistic* that exceeds the critical limit of 1.96. Live Streaming is proven influential significant on Purchase Intention ( $\beta = 0.174$ ;  $t = 2.369$ ;  $p = 0.018$ ), however No influential significant on Brand Image ( $\beta = 0.096$ ;  $t = 1.439$ ;  $p = 0.150$ ).

Furthermore , Social Media Influencers are also influential positive and significant on Purchase Intention ( $\beta = 0.179$ ;  $t = 2.062$ ;  $p = 0.039$ ) and Brand Image ( $\beta = 0.264$ ;  $t = 2.590$ ;  $p = 0.010$ ). In addition , Electronic Word of Mouth shows influence positive and significant on Purchase Intention ( $\beta = 0.407$ ;  $t = 3.673$ ;  $p = 0.000$ ) and Brand Image ( $\beta = 0.495$ ;  $t = 4.734$ ;  $p = 0.000$ ). More continue , results testing show that Brand Image has an influence positive and significant on Purchase Intention ( $\beta = 0.215$ ;  $t = 2.893$ ;  $p = 0.004$ ), where the influence highest found in the relationship between Electronic Word of Mouth and Brand Image ( $\beta = 0.495$ ), whereas influence lowest There is also a relationship between Live Streaming and Brand Image ( $\beta = 0.096$  ). significant .

In addition to the direct effect, this study also tested the indirect effect *to* assess the role of mediating variables in explaining the relationship between the independent and dependent variables. The results of the indirect effect test are presented in the following table.

**Table 4.7 . Indirect Effect**

<b>Path</b>	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>	<b>Result</b>
<i>Live Streaming à Brand Image à Purchase Intention</i>	0.021	0.023	0.018	1,166	0.244	Rejected
<i>Social Media Influencer à Brand Image à Purchase Intention</i>	0.057	0.054	0.028	2,003	0.045	Accepted
<i>Electronic Word of Mouth à Brand Image à Purchase Intention</i>	0.107	0.101	0.042	2,519	0.012	Accepted

Source : *Processed by Researchers, 2025*

Testing *indirect effect* show results that Brand Image has not capable mediate in a way significant The influence of Live Streaming on Purchase Intention. This indicated by the value coefficient mediation of 0.021 with *p-value* of 0.244, so that hypothesis which states existence influence mediation the stated rejected .

On the other hand , Brand Image is proven capable mediate in a way significant the influence of Social Media Influencers on Purchase Intention, with mark coefficient mediation of 0.057 and *p-value* of 0.045, so that hypothesis related stated accepted . In addition , the results testing also shows that Brand Image is capable mediate in a way significant the influence of Electronic Word of Mouth on Purchase Intention, which is indicated by the value coefficient mediation of 0.107 with *p-value* of 0.012, so that hypothesis the stated accepted .

Test results show that Live Streaming is not influential significant towards Brand Image, which indicates that YSL Beauty's live streaming activities on TikTok have not yet capable form or change perception image brand in a way directly . Findings This in line with view that brand image is perception term length formed through consistency quality and reputation brand , so that relatively No easy influenced by activity promotion term short such as live streaming (Chatterjee & Basu, 2020). Furthermore, this finding is consistent with the research of Ramadhan et al. (2023), which showed that live streaming does not always have a strong influence on brand image in the context of e-commerce platforms, especially when brand perceptions are already strongly established.

Conversely, social media influencers have been shown to have a positive and significant impact on brand image. The credibility, attractiveness, and professionalism of influencers in conveying promotional messages can strengthen consumer perceptions of YSL Beauty as a luxury cosmetics brand, in line with the Source Attractiveness Model (Ohanian, 1990) and the findings of Balaban and Mustatea (2019) and Saini et al. (2021), which emphasize the role of influencers as effective communication intermediaries in building brand image. These findings strengthen the argument that influencers who are perceived as credible and authentic contribute to the formation of a positive brand image.

Furthermore, Electronic Word of Mouth (eWOM) has also been shown to have a positive and significant impact on Brand Image. This indicates that the quality, quantity, and credibility of online consumer reviews play a significant role in shaping consumer perceptions of YSL Beauty as a luxury cosmetics brand, in line with the findings of Rahman et al. (2018) and Cheung and Thadani (2012) who stated that consumers trust eWOM more than formal marketing communications. Thus, eWOM serves as an effective social reference source in strengthening brand image in the digital realm.

Regarding Purchase Intention, the study results show that Live Streaming has a positive and significant effect on purchase intention. This finding aligns with the research of Qin et al. (2023), which demonstrated that interactivity in live streaming directly influences purchase intention. It also supports the findings of Jia et al. (2022), which emphasized the role of real-time interaction in increasing consumer confidence before making a purchase. This confirms that live streaming functions more as an immediate transactional stimulus than as a long-term brand image builder.

Furthermore, social media influencers have a positive and significant impact on purchase intention, consistent with Balaban and Mustatea (2019), Saini et al. (2021), and Hermanda et al. (2019), which show that influencer credibility and attractiveness increase consumer trust and drive purchase intention. Similarly, eWOM has been shown to have a positive impact on purchase intention, consistent with the findings of Rahman et al. (2018) and Pratiwi and Yasa (2019), which emphasize the role of peer recommendations in reducing uncertainty and increasing consumer confidence in purchasing decisions.

Furthermore, Brand Image was shown to have a positive and significant effect on Purchase Intention, indicating that consumer perceptions of YSL Beauty as a high-quality and prestigious luxury cosmetics brand play a significant role in driving purchase intention. This finding aligns with Chatterjee and Basu (2020), Gabrielli and Baghi (2016), and Armstrong et al. (2018), who emphasized the strategic role of brand image in influencing consumer purchasing decisions in the context of luxury products.

In the context of mediation, brand image does not mediate the effect of live streaming on purchase intention. This finding aligns with Qin et al. (2023), who showed that the influence of live streaming on purchase intention is more driven by direct interaction mechanisms and perceived usefulness than through brand image formation. Furthermore, this result is also consistent with the findings of Ramadhan et al. (2023), who indicated that live streaming does not always have a significant impact on brand image on certain e-commerce platforms.

Conversely, Brand Image is proven to significantly mediate the influence of Social Media Influencers on Purchase Intention, in line with Hermanda et al. (2019) who showed that influencer content increases purchase intention by strengthening brand image. Similarly, Brand Image mediates the influence of eWOM on Purchase Intention, in line with Rahman et al. (2018) who emphasized that strengthening brand image through consumer reviews is an important mechanism in driving purchase intention.

## CONCLUSION

Study This aim analyze The influence of Live Streaming, Social Media Influencers, and Electronic Word of Mouth ( eWOM ) on Purchase Intention with Brand Image as an variables mediation for YSL Beauty Indonesia consumers on the TikTok platform. Based on results structural model analysis , findings study show that No all digital communication strategies have the same role in form image brand and push intention buy in context product luxury cosmetics .

Research result show that Live Streaming has an effect significant towards Purchase Intention, however No influential on Brand Image, so its influence to intention buy nature direct without through formation image brands . On the other hand , Social Media Influencers and eWOM proven in a way consistent influential significant on Brand Image and Purchase Intention. Brand Image has also been proven influential significant towards Purchase Intention, as well as mediate in a way significant The influence of social media influencers and eWOM towards Purchase Intention, however No mediate The Influence of Live Streaming. Findings This confirm that formation image more luxury brands effective through credible

and data-based communication experience social compared to through interaction promotion term short .

In a way theoretical , research This strengthen application of Stimulus–Organism–Response (SOR) in the context of live commerce luxury with show that No all digital stimuli trigger the same psychological processes in brand image formation . These results enrich the literature by confirming the selective role of brand image as a mediator in the digital marketing of luxury products.

Practically, YSL Beauty and other luxury brands are advised to utilize live streaming as a tool to increase engagement and drive direct purchases, while strengthening brand image should be focused on collaboration with credible social media influencers and consistent and reliable eWOM management. A digital marketing strategy that balances consumer intimacy and brand exclusivity is key to maintaining luxury brand appeal in the digital era.

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