

## The Influence of TikTok Social Media and Glow Up Trends on the Purchasing Interest of Cosmetic Products Among Residents of Boarding Houses in Padang Bulan

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### Abstract

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This research aims to examine the influence of social media and the glow-up trend on the purchasing interest of cosmetic products among boarders in Padang Bulan. The study employs a quantitative method with an associative approach. The population for this research consists of boarders in Padang Bulan, with a sample of 90 respondents. Data analysis is conducted using multiple linear regression tests. The results indicate that, partially, TikTok social media has a positive and significant effect on purchasing interest, and the glow-up trend has a positive and significant effect on purchasing interest. Simultaneously, TikTok social media and the glow-up trend have a positive and significant effect on purchasing interest. The coefficient of determination results show that the dependent variable of TikTok social media can be explained by the glow-up trend and purchasing interest by 17.3%, while the remaining 82.7% is influenced by other variables beyond the scope of this study.

**Keywords:** TikTok Social Media, Glow Up Trends, Purchasing Interest

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## INTRODUCTION

The human needs are conditions of partial satisfaction that are experienced or realized. Each individual has different needs, one of which is to appear attractive by using various cosmetic variants. The term 'cosmetics' originates from the Greek word 'kosmetikos,' which means the ability to adorn. Broadly speaking, products can take the form of tangible goods, services, individuals, places, organizational ideas, or other entities. Therefore, cosmetics are one of the products offered to fulfill secondary needs and consumer desires, especially in making women look charming and attractive.

Consumer interest in purchasing goods or services can arise from needs, desires, or motivations. Social, cultural, economic, and family factors can also influence purchasing interest. Purchasing interest is also defined as the consumer's connection to a product by seeking additional information (Shahnaz & Wahyono, 2016). When others like a product, consumers are motivated to fulfill the desires of others, creating purchasing interest. According to the research of Sokolova & Kefi (2020), there is a psychological relationship between potential

consumers, and online celebrity marketing will have a significant impact on the desire to purchase.

TikTok is one of the widely favored social media platforms among teenagers to adults. Observing the development of the TikTok application, it indirectly becomes a strategic place for marketing brands or products that can reach consumers and even interact with them online directly. Marketers are also evolving; at present, marketing strategies are ready for digital platforms or social media, influencing several purchasing decisions (Mulyansyah & Sulistyowati, 2020). Therefore, the community is also buzzing with viral items, such as a cosmetic product shared through the TikTok social media. With the 'latah' nature possessed by the Indonesian society, this also significantly influences customer interest in purchasing (Alhamid, 2020). Based on observations of the existing phenomenon, TikTok social media is currently popular among teenagers because it can alleviate fatigue, dispel boredom, provide entertainment, and offer leisure time, all while serving as a platform for self-realization.

'Glow Up' means a significant positive transformation over time, as reported by idioms.thefreedictionary.com, involving significant changes that can be applied to appearance or success in life, boosting self-esteem. Influenced by media, the modern beauty paradigm includes attributes like height, slimness, long hair, fair and clear skin, a pointed nose, and large eyes (Chervenik, 2015). Women's needs are slightly different from men's. For women, appearance is crucial, as they always want to look beautiful in front of others.

## **RESEARCH METHOD**

In this study, the population size is not clearly known. Because the number of boarding house residents in Padang Bulan with clear data on the usage of cosmetics is not available. The determination of the sample size is based on the formula as per the theory by Hair et al., (2010), which suggests that if the sample size is too large, for example, 400, the method becomes sensitive, making it difficult to obtain goodness-of-fit measures. Therefore, the researcher uses the formula by Hair et al., (2010). This formula is employed because the population size is not precisely known, and it recommends that the sample size be 5-10 times the indicator variable. In this study, the number of indicators is 9 multiplied by 10 ( $9 \times 10 = 90$ ). Through calculations based on the Hair formula, the sample size is determined to be 90 individuals. The selected sample criteria are residents of boarding houses in Padang Bulan who use cosmetic products.

### **Instrument and Analysis Techniques**

In this research, multiple linear regression analysis is used. The tests employed in this study are as follows:

#### **1. Classical Assumption Test**

##### **a. Normality Test**

The normality test is conducted to see if, in the regression model, the dependent and independent variables have a normal distribution or not.

##### **b. Multicollinearity Test**

This test is used to determine whether there is a relationship or correlation among independent variables.

### c. Heteroskedasticity Test

This test is conducted to determine whether there is equality or difference in the variance of residuals from one observation to another in a regression model.

## 2. Multiple Linear Regression

The dependent variable in this study is purchasing interest, while the independent variable is the Glow Up trend.

## 3. Hypothesis Testing

### a. Partial Test (t-test)

The t-test is used to examine the individual influence of the independent variables in explaining the dependent variable partially, with a significance level of 0.05 (5%).

### b. Simultaneous Test (F-test)

The simultaneous test is used to determine whether the independent variables collectively influence the dependent variable and to measure the accuracy of the sample regression function in estimating actual values through goodness of fit. The alpha value used in this study is 0.05 (5%).

## 4. Coefficient of Determination

The coefficient of determination is used to measure how well the model explains the variation in the dependent variable.

## RESULTS AND DISCUSSION

### 1. Results of the Classical Assumption Test

#### Normality Test

The normality test aims to examine whether, in the regression model, the disturbance or residuals have a normal distribution, allowing for appropriate statistical selection.

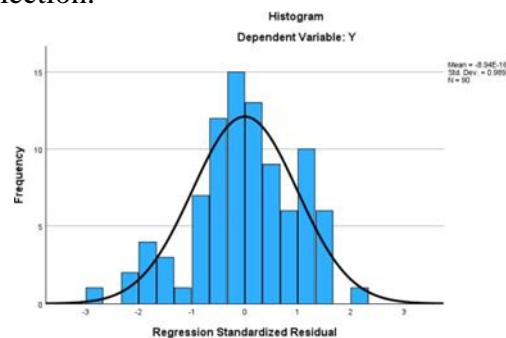


Figure 1. Histogram

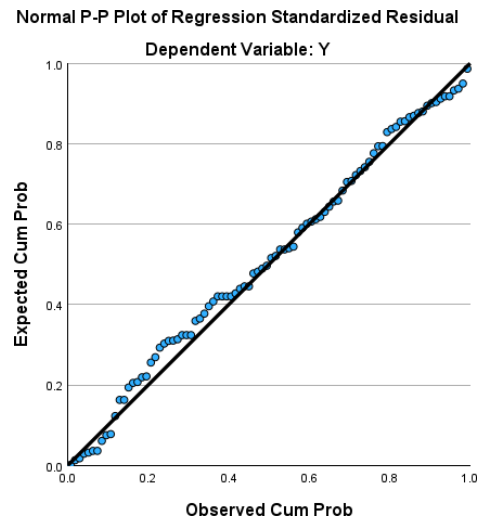


Figure 2. Normality of the Normal P-Plot Graph

Based on the above graph, both the histogram and p-plot can be observed. The histogram graph shows a right-skewed distribution pattern, indicating a normal data distribution. Furthermore, in the p-plot image, the points follow and closely approach the diagonal line, leading to the conclusion that the regression model satisfies the assumption of normality.

Table 1.

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		90
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.74960228
Most Extreme Differences	Absolute	.070
	Positive	.063
	Negative	-.070
Test Statistic		.070
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Based on Table 4.7, the Kolmogorov test results show a significance value of 0.200. If the significance value  $> 0.05$ , then it is normally distributed. Therefore, the conclusion is that the significance value of  $0.200 > 0.05$ , meaning it is normally distributed.

### Multicollinearity Test

To detect the presence of multicollinearity in the regression model, we examine the tolerance and Variance Inflation Factor (VIF) values, as seen in the SPSS output, with the following results:

Table 2. Results of Multicollinearity Test  
Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	12.557	2.788		4.505	.000		
	X1	.249	.092	.275	2.712	.008	.904	1.106
	X2	.357	.137	.265	2.618	.010	.904	1.106

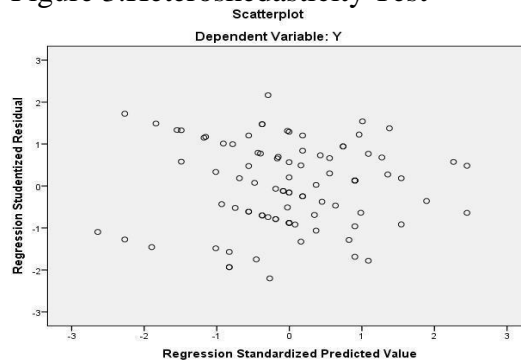
a. Dependent Variable: Y

Based on Table 4.7, the multicollinearity test results indicate that there is no multicollinearity among the independent variables. This is because the calculation results of the tolerance values for each independent variable do not show any values less than 0.10, and the calculation results of the Variance Inflation Factor (VIF) also indicate that none of the independent variables have values exceeding 10.

### Heteroskedasticity Test

To detect the presence of heteroskedasticity, an examination is conducted by observing the plot between the predicted values of the dependent variable (ZPRED) and its residuals (ZRESID). If there is no specific pattern, and the points are scattered above and below zero on the Y-axis, then there is no heteroskedasticity.

Figure 3. Heteroskedasticity Test



Based on Figure 4.7, the heteroskedasticity test results above indicate that the regression model does not exhibit symptoms of heteroskedasticity. This is evident from the randomly scattered points above and below the zero on the Y-axis without forming a specific pattern. Therefore, it can be concluded that this regression model does not show any signs of heteroskedasticity.

## 2. Multiple Linear Regression Test

This analysis is essential for determining regression coefficients and their significance, enabling us to address the existing hypotheses.

Table 3. Multiple Linear Regression

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.557	2.788		4.505	<,000
	X1	.249	.092	.275	2.712	<,008
	X2	.357	.137	.265	2.618	.010

Berdasarkan table 4.8 hasil analisis regresi linier berganda di atas diperoleh persamaan sebagai berikut:  $Y = 12,557 + 0,249 X1 + 0,357 X2 + 2,788 e$

## 3. Hypothesis Testing

### Partial Test (t-test)

If the significance value is 0.05, then the independent variable does not have an effect on the dependent variable. The formula for calculating the t-table can be obtained using the formula  $(df) n-k$ , where  $n$  is the sample size and  $k$  is the number of constructs. In this study, the  $df$  value can be calculated as  $(df) = 90-3 = 87$ , with a 5% alpha where the t-table is 1.987.

Table 4. Partial Test (t-test)

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		

1	(Constant)	12.557	2.788		4.505	<.000
	X1	.249	.092	.275	2.712	<.009
	X2	.357	.137	.265	2.618	.010

Based on Table 4.9, the research results for the t-test indicate that TikTok Social Media has a greater value of t-statistic than the t-table ( $2.712 > 1.987$ ) with a significance value of  $0.009 < 0.05$ . This leads to the conclusion that the first hypothesis is accepted. Regarding the t-statistic for the Glow Up trend ( $2.618 > 1.987$ ) with a significance value of  $0.010 < 0.05$ , it is inferred that the Glow Up trend has a positive and significant influence on purchasing interest, and thus, the second hypothesis is accepted.

#### Simultaneous Test (F-test)

The F-test analysis is conducted by comparing the calculated F-value with the F-table. Before comparing the F-values, the degrees of freedom (df1) must be determined, where  $df1 = k - 1$ , with k being the number of variables and 1 representing confidence. Therefore,  $df1 = 3 - 1 = 2$ . In the F-test analysis, df2 is determined using the formula  $df2 = n - k$ , where n is the sample size and k is the number of variables used, resulting in  $df2 = 90 - 3 = 87$ . The alpha value used in this study is 0.05. Hence, it is known that the F-table value is 3.10.

Table 5. Simultaneous Test (F-test)

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	159.232	2	79.616	10.294	.000 <sup>b</sup>
	Residual	672.868	87	7.734		
	Total	832.100	89			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Sumber : Source: Processed Data from SPSS

Based on Table 4.11 of the simultaneous test (F-test), it can be concluded that in the first equation, TikTok Social Media has a value of  $10.294 > 3.10$ , with a significance value of  $0.000 < 0.05$ . Therefore, it can be inferred that the third hypothesis is accepted, indicating that TikTok Social Media and the Glow Up trend together have a positive and

significant impact on the Purchasing Interest of Boarding House Residents in Padang Bulan.

#### 4. Coefficient of Determination

The Adjusted R-square coefficient of determination is used to measure how well the model can describe the variation in the independent variable. A small Adjusted R-square value indicates a limited ability of the independent variable to explain the variation in the dependent variable.

Table 6. Coefficient of Determination Test

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.437 <sup>a</sup>	.191	.173	2.781

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

**Sumber : Source: Processed Data from SPSS**

Based on Table 4.12, the results of the Adjusted R-square coefficient of determination test indicate a value of 0.437. This suggests that the dependent variable TikTok Social Media can be explained by the independent variables Glow Up Trend and Purchasing Interest to the extent of 17.3%, while the remaining 82.7% is influenced by other variables beyond the scope of this study.

## DISCUSSION

### Influence of TikTok Social Media on Purchasing Interest:

Based on the results of the first hypothesis test, which examines the influence of TikTok Social Media on purchasing interest, it can be concluded that TikTok Social Media has a positive and significant effect on purchasing interest among boarding house residents in Padang Bulan. This is evidenced by the significant result of  $0.000 < 0.05$  in the t-test. The calculated t-value is also 2.712, which is greater than the t-table of 1.987. This indicates that boarding house residents who use TikTok Social Media are more likely to have purchasing interest compared to those who do not.

TikTok is a short-form video creation application, supported by music, that is highly popular among a wide audience, including adults and underage children. Therefore, the TikTok application, as a social media platform, contributes to an increase in the purchasing interest in cosmetic products. Additionally, people's reactions and unforeseeable situations impact the emergence of purchasing interest. According to Susilowati (2018), TikTok is an application that provides unique and attractive special effects that users can easily use to create cool short videos. This result aligns with previous research by

Handayani et al. (2022) and Putri & Safira (2021), indicating that TikTok Social Media has a positive influence on purchasing interest. Using TikTok as a social media platform facilitates the viewing of cosmetic product posts through videos and photos, stimulating interest among TikTok users.

### **Influence of the Glow Up Trend on Purchasing Interest:**

Based on the results of the hypothesis test examining the influence of the Glow Up trend on purchasing interest, it can be concluded that the Glow Up trend has a positive and significant effect on purchasing interest among boarding house residents in Padang Bulan. This is evident from the significant result of  $0.000 < 0.05$  in the t-test. The calculated t-value is also 2.618, which is greater than the t-table of 1.987. This indicates that boarding house residents influenced by the Glow Up trend are more likely to have purchasing interest.

The Glow Up trend represents a significant positive change over time, implying a significant transformation, especially in the physical aspect. The trend motivates individuals to become better, involving mental, emotional, and physical transformations. Various trends in media, such as fashion, clothing, and makeup, influence individuals' decisions to purchase products. The Glow Up trend signifies a visible change in an individual's appearance, showcasing a transformation from a less favorable state to a better one (Voyiya, 2020). This aligns with the research conducted by Hidayah et al. (2022), stating that the Glow Up trend has an impact on purchasing interest. Understanding the Glow Up trend motivates individuals to strive for personal improvement and boosts their confidence.

In conclusion, both TikTok Social Media and the Glow Up trend have a positive and significant influence on the purchasing interest of boarding house residents in Padang Bulan. The Adjusted R-square value of 0.437 indicates a moderate level of explanation for the dependent variable by the independent variables. The remaining unexplained variance may be influenced by other variables not considered in this study Uploading photos and videos of the glow-up transformation, accompanied by challenges shared on social media, individuals showcase their past appearances and subsequent glow-up transformations. The glow-up challenge has gained popularity among social media users. Participants share their before-and-after experiences, highlighting facial treatments, body transformations, or weight loss journeys, aiming to enhance their attractiveness and beauty. People seek attention and recognition, acknowledging that beauty goes beyond physical appearance, emphasizing inner beauty, personality, and attitude. When someone feels beautiful in their clothing and makeup choices, they experience acceptance and an automatic boost in self-esteem. Choosing suitable fashion and makeup enhances one's self-perception, leading individuals to decide to purchase specific products.

### **Influence of TikTok Social Media and the Glow Up Trend on Purchasing Interest:**

Based on the discussion of the F-test, the significant value for the influence of TikTok Social Media (X1) and the Glow Up Trend (X2) on the Purchasing Interest in Cosmetic Products (Y) simultaneously is significant, with an F-value of  $10.294 >$  the F-table value of 3.10. This simultaneously answers the third hypothesis, stating that TikTok Social Media and the Glow Up trend

together significantly influence the purchasing interest in cosmetic products among boarding house residents in Padang Bulan.

TikTok Social Media is an audio-visual platform, a social media tool that combines both visual and auditory elements. Many users find entertainment through TikTok, especially during moments of boredom. The term 'glow-up' describes a significant transformation, often in physical appearance, viewed as an improvement.

This research supports previous findings by Mumtaz & Saino (2021), indicating that TikTok, as a promotional platform, and the glow-up trend significantly influence positive interest in beauty products. Simultaneously, TikTok Social Media and the Glow Up Trend independently affect the dependent variable, Purchasing Interest. It reflects positively on how residents in Padang Bulan use social media to share positive views about products and the values associated with a brand.

This study supports the findings of Mumtaz & Saino (2021), where the research results indicate that TikTok serves as a promotional platform, and the glow-up trend significantly influences positively towards the purchasing interest in beauty products. It is noted that the purchasing interest falls into the 'agree' category, signifying that individuals currently exhibit positive recommendations to friends, leading to the purchase of cosmetic products among friends or relatives.

This demonstrates that an individual's recommendation can influence the purchasing interest in a particular branded product, making it worthwhile. Individuals seek the latest information on cosmetic products through TikTok social media, including pricing, quality, and the products to be used, generating the desired purchasing interest in potential buyers. People are attracted to the promotions offered, and this positively impacts consumer perception.

## **CONCLUSION**

Based on the results of the conducted tests related to the research hypotheses, the following conclusions are drawn:

1. The research findings indicate that the TikTok Social Media variable has a positive and significant influence on the Purchasing Interest variable among boarding house residents in Padang Bulan.
2. The research results show that the Glow Up Trend variable has a positive and significant influence on the Purchasing Interest variable among boarding house residents in Padang Bulan.
3. The research results indicate that the variables TikTok Social Media and Glow Up Trend, together, have a positive and significant influence on the Purchasing Interest variable among boarding house residents in Padang Bulan.
4. The results of this study show that the dependent variable TikTok Social Media can be explained by the independent variables Glow Up Trend and Purchasing Interest at 17.3%, while 82.7% is influenced by other variables outside the scope of this study.

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