

Social Media Tiktok of Revlon Purchase Decisions: The Moderating Role of Host Personal Branding

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Abstract

The effectiveness of Revlon's marketing on TikTok social media is still not optimal. This study aims to determine and analyze the influence of TikTok social media on purchase decisions for Revlon makeup products in Bandung, as well as to analyze the role of Live Host Personal Branding as a moderating variable. The research method used is a quantitative method with a descriptive and verification approach. Data were collected through a survey of Revlon product consumers in Bandung. Data analysis was carried out using descriptive statistics and verification analysis to test the hypothesis through the T-Statistic and P-Value values. The results showed that TikTok social media had a positive and significant effect on purchase decisions, Live Host Personal Branding also had a positive and significant direct effect on purchase decisions. However, it was found that Live Host Personal Branding was not able to moderate (strengthen or weaken) the influence of TikTok social media on purchase decisions. In conclusion, Revlon product purchase decisions are directly influenced by the effectiveness of marketing on TikTok social media and the quality of the live host's personal branding as two independent factors. The company is advised to continue to improve the quality of creative content and train the persuasive communication skills of live hosts to increase positive consumer responses.

Keywords : Tiktok Social Media, Purchase Decision, Personal Branding, Live Host, Revlon, Bandung City

INTRODUCTION

Indonesia's cosmetics industry continues to grow rapidly and has become one of the strategic sectors of the national economy. The global cosmetics industry is projected to reach USD 677.2 billion in 2025, and Indonesia, with more than 141.8 million women and rising self-care awareness, is well positioned to become a major player, including as the second-largest consumer of halal cosmetics in the world (Reni Yanita, 2025). Rapid advances in beauty technology have encouraged local brands to innovate in product quality and practicality, so that local cosmetic brands are now perceived as being on par with, and in several respects preferred over, international brands: 54% of Indonesian consumers state

that they prefer local brands, compared with only 11% who prefer international brands. This shift in preference has affected the performance of established global brands such as Revlon. Table 1 presents the Top Brand Index for the make-up category during 2023-2025.

Table 1. Top Brand Award Make-Up Index, 2023-2026

Kategori	2023		2024		2025	
	Nama Brand	Nilai Indeks	Nama Brand	Nilai Indeks	Nama Brand	Nilai Indeks
S Make up	Wardah	26.00%	Wardah	22.40%	Maybelline	16.70%
	Maybelline	19.30%	Maybelline	19.30%	Wardah	15.00%
	Revlon	6.30%	Revlon	4.20%	Implora	8.30%
	Hanasui	9.80%	Hanasui	13.70%	Hanasui	5.40%
	Implora	22.10%	Implora	14.50%	Revlon	4.80%

Source: *Top Brand Index (2026)*.

As shown in Table 1, Revlon consistently occupied the lowest position among the five leading make-up brands throughout the period, indicating growing competitive pressure from local brands. This decline coincides with the rapid expansion of social commerce on TikTok, which combines short-video content, live streaming, and in-app transactions (TikTok Shop) into a single ecosystem that relies on trust, interaction, and user experience to shape consumer behaviour. TikTok Live in particular allows a host live to act as the frontline communicator who introduces products and builds closeness with viewers; a host with strong personal branding can attract attention, create trust, and encourage purchase decisions.

Revlon has adopted TikTok Live as a primary channel to promote its lipstick and make-up lines, yet a preliminary survey of 30 respondents in Bandung indicated that content attractiveness, information delivery, trust toward the host live, and online purchase behaviour were all rated at around 45-53% negative, suggesting that the effectiveness of this strategy is still sub-optimal. Based on this phenomenon, the present study addresses the following research questions: (1) how is TikTok social media perceived among Revlon consumers in Bandung; (2) how is the purchase decision for Revlon products in Bandung; (3) how is the personal branding of Revlon's host live perceived; (4) does TikTok social media influence purchase decision; and (5) does personal branding host live moderate the influence of TikTok social media on purchase decision.

Personal Branding Host Live

Personal branding is a strategic process through which individuals develop and manage their identity, competencies, and unique characteristics to create a positive perception among their audience (Made & Nengah, 2022). With the growth of social media, personal branding has become increasingly important as digital content enables individuals to communicate their expertise, personality, and uniqueness while differentiating themselves from others (Prasetyo et al., 2026). In social commerce, a live host is responsible for presenting products, demonstrating their use, and interacting directly with consumers during live streaming sessions.

As the primary communicator between sellers and consumers, the host provides product information, responds to audience questions, and creates an engaging shopping

experience that enhances consumer trust and purchase decisions (Ping et al., 2021). Persuasive and interactive communication by live hosts also increases consumer engagement and purchase intention (Aulianur & Purwanegara, 2024). In this study, Host Live Personal Branding is measured using seven dimensions: interactivity, host expertise, host attractiveness, responsiveness, credibility, humor and personality, and persuasion ability. These dimensions reflect the host's ability to communicate effectively, demonstrate product knowledge, build trust, engage the audience, and persuade consumers during live streaming, ultimately supporting consumers' purchasing decisions.

Purchase Decision

Purchase decision refers to the consumer's process of selecting and purchasing a product or service after evaluating available alternatives based on various rational and emotional considerations (Fakultas et al., 2024). In the context of social commerce, purchase decisions are influenced not only by product quality but also by consumers' digital shopping experiences. Interactive features such as live shopping enable consumers to obtain real-time product information, communicate directly with live hosts, and increase their confidence, ultimately encouraging actual purchases (Saffanah et al., 2023).

In this study, Purchase Decision is measured using six dimensions proposed by (Ujiyanto et al., 2020): product choice, brand choice, choice of dealer, purchase amount, purchase timing, and payment method. These dimensions represent consumers' decision-making process, including selecting products and brands, choosing purchasing channels, determining purchase quantity and timing, and selecting convenient payment methods. Together, these dimensions provide a comprehensive understanding of consumer purchasing behavior.

The Relationship Between Social Media TikTok and Purchase Decision

Social media has become one of the most important digital marketing tools for companies to communicate with consumers, promote products, and build long-term relationships. As one of the fastest-growing social media platforms, TikTok provides various interactive features, including short-form videos, live streaming, and user-generated content, which enable consumers to access product information in an engaging and informative way. Through these features, consumers can obtain product demonstrations, reviews, recommendations, and promotional information while interacting directly with brands or content creators. This interactive environment helps reduce consumers' uncertainty, increases trust in the promoted products, and ultimately encourages purchasing decisions.

The effectiveness of TikTok as a social media marketing platform is supported by previous empirical studies. (Ardiansyah & Sarwoko, 2020) found that social media marketing has a positive and significant effect on purchase decisions, indicating that effective social media marketing activities can encourage consumers to make purchasing decisions. Similarly, (BİLGİN, 2018) reported that social media marketing activities positively influence brand awareness, brand image, and purchase decisions, suggesting that engaging and informative social media content strengthens consumers' perceptions of a brand and increases their willingness to purchase.

Furthermore, (Wikantari, 2022) confirmed that social media serves as an effective digital marketing channel by facilitating customer interaction, disseminating product information, and enhancing consumer engagement, all of which contribute positively to purchase decisions. These findings indicate that consumers are more likely to purchase products when they receive relevant information, experience meaningful interactions, and develop trust through social media platforms such as TikTok. Based on the theoretical framework and empirical evidence, it can be argued that effective marketing activities on TikTok positively influence consumers' purchase decisions. Therefore, the following hypothesis is proposed:

H1: TikTok Social Media has a positive and significant effect on Purchase Decision.

The Relationship Between *Personal Branding Host Live* and *Purchase Decision*

Host Live Personal Branding plays an important role in influencing consumers' purchase decisions in the context of social commerce. During live streaming sessions, consumers not only evaluate the products being promoted but also assess the credibility, expertise, communication style, and authenticity of the live host. A host with strong personal branding is more likely to establish trust, reduce consumers' perceived risk, and create emotional connections with the audience. As a result, consumers become more confident in the product information provided and are more likely to make purchasing decisions. Therefore, stronger Host Live Personal Branding is expected to positively influence consumers' purchase decisions.

Previous studies support this relationship. (Parameswari et al., 2023) found that personal branding and live streaming positively and significantly influence consumers' purchase decisions on the TikTok platform. The study suggests that hosts with a strong personal image and effective communication skills are more successful in encouraging consumers to purchase products. Similarly, (Ryandho Akbari et al., 2024) reported that authentic communication, credibility, and positive self-image demonstrated by TikTok Live hosts enhance consumer trust and contribute to higher purchase decisions. Furthermore, (Septiani, 2024) found that both personal branding and live streaming have a positive and significant effect on consumers' purchase decisions, indicating that a credible and persuasive live host plays a crucial role in influencing buying behavior during live commerce sessions.

H2 : Host Live Personal Branding has a positive and significant effect on Purchase Decision.

The relationship between *Social Media TikTok* and *Purchase Decisions* is moderated by the *Personal Branding Host Live*

TikTok has become an important social commerce platform that facilitates consumer interaction through short videos, live streaming, and personalized content recommendations. These features enable consumers to obtain product information, watch live product demonstrations, ask questions, and receive immediate responses from sellers or live hosts. Such interactive experiences help reduce consumers' perceived risk, strengthen their trust in the promoted products, and positively influence their purchase decisions. However, the effectiveness of TikTok Social Media in driving purchase decisions may depend on the personal branding of the live host. A live host with strong personal branding is perceived as

credible, knowledgeable, authentic, and trustworthy, making consumers more confident in the information and recommendations provided during live streaming. In addition, hosts who communicate effectively and establish emotional connections with their audiences are more likely to increase consumer engagement, which can strengthen the impact of TikTok marketing activities on purchase decisions.

Previous studies support this relationship. (Pranadewi et al., 2024) reported that personal branding, TikTok content creation, and live streaming positively influence consumers' purchase decisions. Similarly, (Pramono & Pradana, 2022) found that personal branding and live streaming significantly improve purchase decisions on the TikTok platform. Furthermore, (Ryandho Akbari et al., 2024) demonstrated that authentic and communicative TikTok Live hosts who build strong relationships with their audiences can increase consumer trust and encourage purchasing decisions. These findings suggest that Host Live Personal Branding enhances the effectiveness of TikTok Social Media in influencing consumer purchase decisions.

H3 : Host Live Personal Branding positively moderates the relationship between TikTok Social Media and Purchase Decision.

METHODS

This research employed a quantitative approach with descriptive and verification methods. The descriptive approach was used to describe the characteristics of the research variables, while the verification approach was used to test the influence of Social Media Marketing on Purchase Decisions, with Personal Branding as a moderating variable for Live Hosts. The research variables consisted of Social Media Marketing as the independent variable (X), Purchase Decision as the dependent variable (Y), and Personal Branding as a moderating variable (M). The study population was Revlon consumers in Bandung who had previously purchased Revlon products. The sampling technique used purposive sampling, with the criteria being that respondents were currently using Revlon makeup products and had used them at least twice. The sample size was determined using the Cochran formula, resulting in a minimum requirement of 96 respondents, rounded up to 100.

The research data consisted of primary data obtained through a questionnaire using a Likert scale, as well as secondary data from books, scientific journals, and other supporting documents. Data analysis was conducted using Structural Equation Modeling (SEM) to examine the relationships between variables and the moderating role of Personal Branding as a moderating variable for Live Hosts. The analysis stages include testing the measurement model (outer model) through convergent validity, discriminant validity, and construct reliability tests, followed by testing the structural model (inner model) through R^2 values, effect size (f^2), predictive relevance (Q^2) (if used), and bootstrapping to test the significance of direct and moderating effects. Hypothesis testing is conducted at a 5% significance level ($\alpha = 0.05$).

Source: *SmartPLS4.0, 2026*

Table 3 shows the discriminant validity results using the Fornell–Larcker criterion. Although some values indicate close correlations among constructs, the measurement model demonstrates acceptable discriminant validity and is suitable for further analysis.

Internal Model Assessment

Table 4. R-Square

	R-Square	R-Square Adjusted
Purchase Decision	0.774	0.767

Source: *SmartPLS4.0, 2026*

Table 4 shows that the R-square value for Purchase Decision is 0.774 (Adjusted R-square = 0.767), indicating that 77.4% of the variance in Purchase Decision is explained by Social Media TikTok and Host Live Personal Branding, while the remaining 22.6% is influenced by other factors outside the model.

Table 5. Hypothesis Testing

Hypotesis	Track	B	T Statistic	P Value	Result
H1	PB→PD	0.491	4.460	0.000	Supported
H2	PBH X SMT → PD	-0.023	0.468	0.640	No Supported
H3	SMT→PD	0.418	3.651	0.000	Supported

Source: *SmartPLS4.0, 2026*

Table 5 presents the hypothesis testing results. H1 and H3 are supported ($p < 0.05$), while H2 is not supported ($p > 0.05$). This indicates that Personal Branding positively affects Purchase Decision, Social Media TikTok positively affects Purchase Decision, but Host Live Personal Branding does not moderate the relationship between Social Media TikTok and Purchase Decision.

Discussion

The results of this study indicate that TikTok Social Media has a positive and significant effect on Purchase Decision ($\beta = 0.418$; $t = 3.651$; $p < 0.001$), supporting H1. This finding demonstrates that effective utilization of TikTok as a marketing platform can enhance consumers' purchase decisions for Revlon products. Through informative, interactive, and engaging content, including short videos and live streaming, TikTok enables consumers to obtain product information, evaluate product benefits, reduce purchase uncertainty, and increase their intention to purchase. Furthermore, Host Live Personal Branding also has a positive and significant effect on Purchase Decision ($\beta = 0.491$; $t = 4.460$; $p < 0.001$), supporting H2. This result indicates that a host with strong personal branding, characterized by credibility, expertise, effective communication, and authenticity, can increase consumer trust and create stronger emotional engagement, thereby encouraging purchasing decisions. However, the moderating effect of Host Live Personal Branding on the relationship between TikTok Social Media and Purchase Decision is not significant ($\beta = -0.023$; $t = 0.468$; $p = 0.640$), leading to the rejection of H3. This finding indicates that Host Live Personal Branding

does not strengthen or weaken the influence of TikTok Social Media on Purchase Decision. Consumers tend to rely more on TikTok's platform features, such as product information, reviews, recommendations, and promotional content, rather than solely depending on the host's personal characteristics. Therefore, Host Live Personal Branding functions as a direct predictor of Purchase Decision rather than as a moderating variable in the relationship between TikTok Social Media and Purchase Decision.

CONCLUSIONS

This study concludes that TikTok Social Media has a positive and significant effect on Purchase Decision of Revlon makeup products in Bandung. TikTok features, such as informative content, interactive communication, and live streaming, contribute to increasing consumer trust and encouraging purchasing decisions. Furthermore, Host Live Personal Branding has a positive and significant direct effect on Purchase Decision, indicating that host credibility, expertise, and communication skills influence consumer buying behavior. However, Host Live Personal Branding does not significantly moderate the relationship between TikTok Social Media and Purchase Decision. This indicates that consumers are more influenced by TikTok platform features, product information, reviews, and promotional content rather than relying solely on the personal characteristics of the host. Therefore, Revlon should continue improving TikTok marketing strategies and developing the quality of live host performance to strengthen consumer engagement and purchase decisions.

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