



Do informative value and entertainment value in tiktok influence purchase decision on something products?

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ABSTRACT

The development of the digital era has an impact on many areas, including product marketing. One way to market products in the digital era is to use social media as a marketing method to promote products. The high social media use by the general public is an excellent opportunity for business people to expand their market reach. And without any restrictions. One of the products widely promoted via social media is beauty products, which are currently increasingly competitive. Therefore, the right product marketing strategy must be implemented to attract consumer attention through social media. This research aims to determine the impact of informative value, entertainment value, and trust in brand posts on purchase decisions for Something products. The questionnaire used in the data collection process had 225 participants. The sampling technique used was purposive sampling using Structural Equation Modeling (SEM) and AMOS statistical tools. These findings show that informative value and entertainment value have a positive and significant influence on trust in brand posts, and trust in brand posts also has a positive and significant influence on purchase decisions. Trust in brand posts mediates between informative value and entertainment value and purchase decisions.

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INTRODUCTION

Information and communication technology advances, including the internet, have brought changes in culture, lifestyle, and social behavior in various areas of life. With modern developments, consumer behavior is increasingly changing (Grover et al., 2019). Technological advances have also had a significant impact on the advertising marketing mix. Advertising is one of the variables that determines the success of a marketing program. Rapid internet and information technology advances allow business practitioners to reach their audiences and strengthen their brand values (Saheb et al., 2021). Promotion influences the purchasing decision process. According to Philip Kotler et al. (2014), advertising is an activity that conveys the goodness of a product and encourages customers to buy it. From this definition, promotions can convey various information to consumers and lead to the introduction of products and services.

Many companies are now starting to market their products and services directly through advertising strategies on digital media. This development is also increasingly linked to the increase in e-commerce in Indonesia. Several companies have started creating e-commerce websites to promote their products and services (Chatterjee et al., 2022). Social media is also often used to promote products and services outside the website, this makes it easier for products or services to interact with an audience who might become product or service customers. Such as marketing products through the TikTok application, which contains various interesting short video content that various age groups currently like. This is proven by the Digital Literacy Status survey in Indonesia conducted in 2023, which shows that the proportion of TikTok social media users in Indonesia has increased significantly since the COVID-19 pandemic. In 2020, the percentage of TikTok users in Indonesia was only 17%, but in 2023, the percentage of TikTok users in Indonesia will increase to 70.8%. This means that the number of TikTok users in Indonesia has increased by 207.69% compared to the first year of the pandemic in 2022 (Rizaty, 2023). Based on data from We Are Social, the number of TikTok users in Indonesia is estimated to reach 113 million in April 2023. This number has increased by 18.8% compared to the previous year (Riyanto, 2023).

Skin care means treating the skin with unique products to maintain health, purity, and beauty. Skincare is used to overcome various human skin problems (Ahmed et al., 2020). Skincare products are designed to overcome existing skin problems. It is formulated based on skin problems and uses ingredients adapted to people's skin types. Nowadays, skin care products are trendy and in demand among various age groups and genders. Local skin care products are increasingly developing and changing according to market demand and current trends. With the variety of local skin care products, many people are looking at the products being sold. Somethinc is a local skincare brand founded in May 2019 and has successfully attracted Indonesian beauty lovers' attention (Monica, 2020). Somethinc is now known as one of the leading companies in the local beauty industry and has succeeded in gathering more than 2 million followers on social media, especially on the TikTok application. This brand was inspired by millennials who live an active lifestyle and desire healthy skin but still prioritize safe ingredients. Somethinc aims to meet the needs of the young and intelligent generation who want to look attractive and feel the importance of using reliable and affordable raw materials. Somethinc provides products with high-quality and safe ingredients explicitly developed to overcome the skin problems of Indonesian people. This product is also free from parabens and animal testing (Zakawali, 2022). Somethinc offers a range of skincare products such as sunscreen, salmon dna+marine collagen elixir, vitamin C, facial cleanser, serum, eye cream, chemical exfoliant, niacinamide, essence, hyaluronic B5, AHA BHA PHA peeling solution, toner, retinol, and moisturizer (Ismalia, 2022; Putri, 2019).

Somethinc is also one of BPOM's safe skin care products because it meets the requirements for cosmetic ingredients that are safe to use and has received a distribution permit from an official government agency. Within two years, the product developed rapidly. It reached the top 1 position on the Indonesian digital platform Shopee, with the largest market share in the skincare category (Pintar, 2023). Somethinc also became the best-selling skincare brand on Indonesian e-commerce platforms for nine consecutive times in 2021. Launched in 2019, Somethinc is considered a skincare go-to for many people because of its powerful ingredients and benefits. Based on Kompas data results, Somethinc occupied the top position in the second quarter of 2022 with total revenue of IDR 53.2 billion (Kompas, 2022). Somewhat likely, the gains obtained were driven by factors such as informative value, entertainment value, and trust in brand posts in purchase decisions, assisted by one of them through the social media platform TikTok.

Informative value is information that satisfies users' general curiosity and interests by providing information, guidance, or knowledge related to the product or service they want (Bui et al., 2023). Beauty influencers remain a promising marketing strategy in product marketing. Because of their expertise in the beauty field, many highlighted the social media accounts (Tran et al., 2020). They usually review beauty products, including skin care products, published to influence the

public, especially their followers. Thanks to technological advances, people of all ages, genders, and ethnicities can now easily access skin care product reviews, including reviews uploaded by beauty influencers. After seeing reviews from beauty influencers, followers, and ordinary people looking for information on the skin care products reviewed, they feel more confident and have a more significant opportunity to buy the skin care products they need (Britt et al., 2020).

The concept of entertainment value pertains to the inclination of a form of entertainment to provide enjoyable, captivating, and engaging experiences. They stated that entertainment value involves visual appeal, exciting stories, emotional pleasure, and interaction between the audience and the entertainment work (Lou & Yuan, 2019). The official Somethinc account has 2.7 million followers on TikTok as of October 2023. The official Somethinc TikTok account provides attractive and easy-to-understand product reviews through TikTok videos. Somethinc's official TikTok account regularly uploads content with beauty influencers that entertain and attract consumers' attention to believe in the products being sold. Hence, they are willing to buy products from Somethinc. Apart from uploading interesting content, Somethinc's official TikTok account also often carries out live streaming to introduce and sell their products interestingly and responsively to consumers who watch their live streaming. Trust in brand posts is the level of confidence and trust consumers have in a brand or company in conveying content via social media or other marketing channels (Abbas Naqvi et al., 2020). This trust is built through a good reputation, brand integrity, and consistency in providing value to consumers (Bigné et al., 2023). The content on Somethinc TikTok account is also very complete, mentioning the ingredients in the product, providing information about the effects that occur after use, and providing personal opinions about the product. This can be seen from the comments left by viewers on TikTok content uploads.

When consumers engage with content from the official TikTok account of Somethinc and find its compelling presentation, they become inclined to purchase Somethinc skincare products. The purchasing decision represents a stage where consumers lack alternative choices for the product and are willing to make a purchase or exchange in return for the right to own or use the product (Mbete & Tanamal, 2020).

This research will examine how much influence informative value, entertainment value, and trust in brand posts have on purchase decisions for Somethinc products in the TikTok application. This research also provides a novel contribution to informative value and entertainment value. The involvement of informative value and entertainment value as variables believed to influence purchase decisions and the impact of trust in brand posts as mediating informative value and entertainment value on Somethinc products on TikTok has yet to be widely discussed by previous researchers, especially in Indonesia. So, a study is needed to examine the role of informative and entertainment value in the Somethinc product on TikTok, which is mediated by trust in brand posts on purchase decisions.

RESEARCH METHOD

Marketing offerings have the potential to fulfill customer wants since, from a marketing standpoint, value is created and transferred throughout marketing operations (Lou & Yuan, 2019). The concept of advertising value pertains to the subjective evaluation of an advertisement's relative worth or utility from the customers' perspective. Factors determining the value of online advertising are advertising informativeness, entertainment, and annoyance. Consumers' perceptions of advertising value positively predict their attitudes toward online advertising. Advertising information content is an advertising function that provides information about alternative products to increase consumer purchasing satisfaction (Lou & Yuan, 2019). The alignment between advertising and entertainment is by the assumptions posited in uses and gratifications research, wherein advertising is classified as a form of media content. Advertising's capacity to captivate and engage consumers through entertainment is being referred to. Wu et al. (2020) show that advertising informativeness, entertainment, and credibility determine consumers'

perceptions of advertising value, influencing their purchasing decisions. The value of social media advertising influences consumers' online purchasing decisions (Van-Tien Dao et al., 2014). The concept of informativeness pertains to the capacity of advertising to effectively communicate essential facts and messages to consumers, enhancing their attitudes towards the brand. Generating informational content occurs as marketers strategically develop convincing advertisements that effectively capture the attention of a more extensive consumer base and exert influence over customer behavior concerning marketing materials (Hanaysha, 2022). Social media sites allow service providers to quickly contact customers, inform them about news, and include current offers, making them a good choice for customers looking for a specific product or service. Social networking sites are important because consumers can share their brand experiences and become an essential source of information for other customers. Moreover, the widespread adoption of the Internet and the emergence of advanced smartphones have facilitated the seamless dissemination of crucial information through online platforms, enabling enhanced connectivity with customers (Kitsios et al., 2022). Consumers are turning from traditional media to social media platforms as a source of information they seek before purchasing (Chen & Lin, 2019). Therefore, with today's digitalization of social media, companies are placing great emphasis on determining how often to create and publish marketing content on media platforms to achieve their marketing goals.

Entertainment value includes emotional and experiential characteristics. Users seek to associate themselves with soothing and intrinsic cultural or aesthetic pleasures (Bui et al., 2023). Entertainment is essential to social media marketing, and creating fun, entertaining, and engaging content is critical (Sharma et al., 2021). According to the findings of Cheung et al. (2020), the provision of entertainment on social media platforms is achieved by the deliberate efforts of service providers to provide engaging and amusing content that caters to the entertainment preferences of their clients. According to Pertierra (2021), entertainment is a vital attribute influencing consumer attitudes toward social media sites. Consumer engagement is usually driven through social media sites by sharing content that they find exciting and meets their expectations. Individuals usually look for branded content to have fun, relax, and pass the time. By successfully entertaining consumers and enhancing their brand perception, companies can generate more excellent value from consumers through positive word of mouth and their trust (Jayasingh, 2019). Hence, the presence of a various entertainment activities on social media platforms has the potential to exert a beneficial influence on consumer engagement and brand selection. This can be observed through active participation in contests, online games, and the sharing of recorded films (Buzeta, Christian, 2020). The inclusion of entertainment as a hedonic advantage holds significance in online shopping. An engaging and enjoyable encounter in the e-commerce realm characterized by novelty, amusement, excitement, and a heightened sense of creativity. Online consumers derive pleasure, amusement, exhilaration, and gratification through buying. Additionally, online shopping can satisfy shoppers' needs for aesthetic pleasure, perceived freedom, escapism, distraction, fantasy, or emotional release. Other research also views entertainment as one of the main predictors of electronic word of mouth (Ha et al., 2020). The entertainment concept pertains to how an online retailer offers customers a pleasurable, engaging, stimulating, creative, and gratifying virtual shopping encounter (Wu et al., 2020).

Trust in brand posts is defined in previous literature as a consumer's willingness to trust a brand to fulfill its expressed and implied promises (Hanaysha, 2022). Therefore, it exists through the virtue of companies to act in the best interests of consumers in order to develop successful relationships with them. The establishment of trust in brand posts is contingent upon consumers having confidence in the dependability and ethical conduct of the service provider. In cyberspace, consumers' reactions to brand interactions depend on their trust and knowledge of those brands. Social media interactions play an essential role in maintaining brand trust. The authors further claim that these connections can be facilitated through the utilization of company generated

content, online comments, and social media data (Hanaysha, 2022). When consumers gain brand trust in their target market, this makes it easier for the company to convey the desired marketing message and give a positive impression of the brand in the minds of consumers (Ibrahim & Aljarah, 2018). Online trust plays a crucial role in influencing consumer behavior and confirms that brand trust positively impacts purchasing decisions (Jadil et al., 2022).

In previous studies, a purchase decision is expressed as a personal decision to choose a particular product or service offered by a company compared to its competitors. Consumers usually ask about brand quality before making a purchase decision. As a result, consumers tend to glance at vlogger reviews before deciding to get the most suitable product. As times progress and trends change, consumer purchasing behavior changes for their consumption (Pratama et al., 2023). A variety of marketing variables, both internal and external, can influence consumer purchasing decisions. Internal factors encompass a range of elements such as beliefs, attitudes, knowledge, personality traits, perceptions, lifestyle choices, roles, and social standing. Meanwhile, external factors include culture, group membership, and social class. Today's consumers face many product and service offerings and many substitute products. Hence, service providers must attract critical customers to ensure continued growth and presence in the market. Maintaining good relationships is very difficult (Salem, 2018). Marketers have observed a growing trend among customers utilizing Internet channels and social media platforms for connectivity purposes. This is why most service providers create social media pages to engage and grow their customers online and create a positive brand image. As consumers become more aware of brands and their products, they tend to search online for more information about the brand and evaluate the benefits of choosing that brand over competitors before making a purchase decision (Sharma et al., 2021). In light of this, social media platforms have developed as a potent means of communication and client engagement, offering a cost-effective solution. By leveraging social networks, businesses can increase consumer engagement, share important marketing messages quickly, and reach target markets faster (Huang et al., 2019). Trust is a psychological determinant that influences customers' decision-making process when it comes to making purchases. When clients establish trust, they are more inclined to engage in purchasing activities (Purmono, 2023).

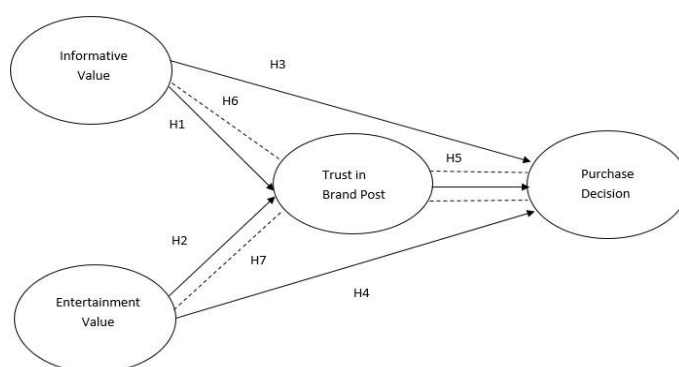


Figure 1. Research framework

Informative Value and Trust in Brand Post

Informative value is an essential factor in building trust in a brand. Informative value refers to content providing the audience with practical, relevant, and quality information. The advent of the Internet and the widespread adoption of smartphones have facilitated businesses' dissemination of crucial information through online platforms, enabling enhanced connectivity with customers. Consumers are more inclined to place faith in information disseminated through social networks than conventional advertising and promotional initiatives, mainly when they are presented with online reviews. Therefore, brand trust is likely to be strengthened by providing consumers with information about the quality of the product or service and the brand's value

(Chhonker et al., 2018). The relationship between informative value and trust in brand posts is that the higher the informative value of a brand post, the greater the trust of followers and readers in the brand, the greater the trust. Valuable and trustworthy information will positively contribute to building relationships and trust between a brand and its audience. Previous research also found that informativeness positively impacts brand trust (Yusuf Bilgin, 2022). Referring to the previous discussion, information content is a crucial marketing element influencing and shaping buyer behavior. The objective of deploying and disseminating brand messages across various social media platforms such as Snapchat, YouTube, Twitter, Facebook, and others is to enhance trust in brand-related content and influence consumer purchasing behavior (Hanaysha, 2022).

H1 = Informative value influences trust in brand post

Entertainment Value and Trust in Brand Post

Entertainment value refers to the content's ability to entertain or interest users. Trust in brand posts, on the other hand, refers to the level of trust that users have in the content posted by a particular brand. To increase trust in brand posts, brands must provide credible, relevant, and transparent content. Accurate content, supported by evidence or trusted sources and provides tangible benefits for users, can help build trust. Entertainment value and trust in brand posts can strengthen each other. Wottrich et al. (2017) also concluded that creating and sharing entertaining advertising and social media content among consumers to satisfy their desire for fun will likely strengthen brand trust and preference. By effectively captivating consumers and improving their impression of the brand, firms can produce more excellent value from consumers through positive word-of-mouth and the establishing brand trust (Hanaysha, 2022). Trust in brand posts is crucial in influencing consumer behavior. If social media users feel that a brand's posts are trustworthy, they will be more likely to interact with consumers who provide positive feedback. Trust has a vital role in the online services sector because it is a strong predictor of actual consumer behavior. A high level of trust will sustain long-term relationships between online service providers and users (Abbas Naqvi et al., 2020). Suppose a brand can provide content that entertains and interests users while maintaining trust by conveying credible information. In that case, they can create a positive experience and build a strong relationship with their audience. When social media advertising is designed to provide entertainment to consumers, a higher level of brand trust develops in the minds of consumers (Linda D. Hollebeek, 2019).

H2 = Entertainment value influences trust in brand post

Informative Value and Purchase Decision

Informative value refers to how information provided to consumers can influence their understanding of a product or service. When the information provided is relevant, clear, and valuable, it can increase consumer knowledge about the product or service. Social networking sites hold significance due to their capacity for users to share their brand experiences, thereby assuming a crucial role as a source of information for fellow customers (Kitsios et al., 2022). The power of social media information has a positive relationship with consumer purchasing behavior (Hanaysha, 2022). This aligns with Lee & Hong (2016), who prove that creative advertising and informational content positively impact consumer perceptions. The findings demonstrate that the dissemination of significant brand-related information on a company's website influences consumers' purchasing behavior. This allows consumers to make more appropriate purchase decisions. The relationship between informative value and purchase decisions is very close. Relevant and valuable information increases consumer knowledge about a product or service. The more they know, the better they can evaluate whether the product or service meets their needs or wants. H3 = Informative value influences purchase decision.

Entertainment Value and Purchase Decision

Mustafi & Hosain (2020) conducted a study in which they discovered that entertainment value plays a crucial role in forming consumers' opinions and influencing their purchase decisions. Entertainment value refers to consumers' satisfaction or pleasure when experiencing or being involved in an entertainment experience. Purchase decision is an attitude in using and purchasing a product in the form of goods or services, confident that it can satisfy wants and needs, and willing to take risks in connection with the decision. A company's marketing efforts that consumers find humorous and entertaining encourage consumers to make more efforts to learn more about the brand in order to make intelligent purchasing decisions (Hanaysha, 2022). The relationship between entertainment value and purchase decisions is that entertainment value can influence purchase decisions, which can create a more positive experience, strengthen the brand, and increase product or service sales. When consumers experience a high level of entertainment value in an entertainment experience, they tend to feel more satisfied and emotionally involved. This fun and satisfying entertainment experience can increase trust in brand posts or products related to the experience. Likewise, previous research shows that marketing content tailored, relevant, and meeting consumers' needs/interests influences purchasing behavior (Mohd Thas Thaker et al., 2021). H4 = Entertainment value influences purchase decision

Trust in Brand Post and Purchase Decision

Trust is a significant factor in the online environment because consumers have an accurate and verifiable clue about the capabilities and intentions of the service provider. Trust almost entirely determines other online research and purchasing (Gunawan et al., 2019). This variable is used as a benchmark for consumer considerations in making purchase decisions. Furthermore, e-commerce or marketplaces can use this variable to increase value, leading to competition and development. Purchase decisions are usually influenced by trust in brand posts (Maharani et al., 2023). When consumers become more aware of a brand and its products, trust in brand posts can influence purchase decisions positively. They typically search for more information about a brand online and assess the benefits of choosing that brand over its competitors before purchasing (Sharma et al., 2021). According to research conducted by Oghazi et al. (2018) and Irshad et al. (2020), this research explains that there is a significant favorable influence on the relationship between trust in brand posts and purchase decisions. This research is also in line with the research of Patel et al. (2020) and Neumann-Böhme et al. (2020) this also explains a clear positive relationship between trust in brand posts and purchase decisions.

H5 = Trust in brand post influences purchase decision

Based on the research construct built on the theoretical studies that have been submitted, this research paradigm can be described in Figure 1. The indicator items in this study refer to previous studies by Sánchez-Fernández & Jiménez-Castillo (2021), Bui et al. (2023), Wu et al. (2020), Abbas Naqvi et al. (2020), Martínez-López et al. (2020), Bigné et al. (2023), Putri Balaw & Susan (2022), Visza Adha & Utami (2021), Mbete & Tanamal (2020), and Hanaysha (2018). Informative value and Entertainment value have 5 items, while Trust in brand post and Purchase Decision each have 6 items.

This study uses a causality design. Data were presented and analyzed with quantitative methods. Causal research is research that tries to prove a causal relationship between the independent variable or the influencing variable and the dependent variable or the affected variable. The causality design in this study was used to see the effect of the independent variables, namely informative value and entertainment value on the dependent variable purchase decision with trust in brand post as mediating variables.

The questionnaire will help in determining the data. The questionnaire uses a Likert scale of 1 to 5 with categories: Strongly agree with a score of 5; Agree has a score of 4; Indisicive has a score of 3; Disagree has a score of 2; Strongly disagree with a score of 1. The population in this

study is Indonesian people who know or have purchased Somethinc products at least twice in the last five months on TikTok and have seen Somethinc's official TikTok account. The number of samples in this study was 225 participants. The sampling technique used was purposive sampling with the following criteria: 1) Respondents are Indonesian citizens; 2) Respondents are over 17 years old; 3) Respondents have purchased Somethinc products at least twice in the last five months on TikTok who are domiciled in Indonesia such as Pontianak, Samarinda, Jakarta, Bandung, Semarang, Medan, Makassar, Surabaya, Palembang, Batam, Yogyakarta, Pekanbaru, Malang, Manado, and Denpasar via an online questionnaire. The research methodology employed in this study involves the utilization of Structural Equation Modeling (SEM) and the AMOS statistical software and AMOS statistical tools.

RESULTS AND DISCUSSIONS

Characteristics of Respondents

Respondent characteristics data is presented in Table 1, totaling 225 respondents. The data is dominated by women (54.2%), age range 17-25 years (62.7%), last education as senior high school (64.9%), domiciled on Pontianak (56.4%), and income Rp.500.000 – Rp.1.500.000 (32.4%), and the amount of money spent specifically on skincare per month <Rp.500.000 (75.6%).

Table 1. Characteristics of Respondents

Categories	Items	f	%
Gender	Woman	122	54.2
	Man	103	45.8
	TOTAL	225	100
Age	17-25 years old	141	62.7
	26-42 years old	67	29.8
	43-58 years old	16	7.1
	>59 years	1	0.4
	TOTAL	225	100
Last education	Senior High School	146	64.9
	Diploma	15	6.7
	Bachelor	59	26.2
	Masters	5	2.2
	Doctor	-	-
	TOTAL	225	100
Domicile	Pontianak	127	56.4
	Samarinda	4	1.8
	Jakarta	15	6.7
	Bandung	10	4.4
	Semarang	6	2.7
	Medan	10	4.4
	Makassar	5	2.2
	Surabaya	5	2.2
	Palembang	4	1.8
	Batam	9	4
	Yogyakarta	5	2.2
	Pekanbaru	5	2.2
	Malang	6	2.7
	Manado	7	3.1
	Denpasar	7	3.1
	TOTAL	225	100
Monthly Income	< Rp.500,000	58	25.8
	Rp.500,000 - Rp.1,500,000	73	32.4
	Rp.1,500,000 - Rp.3,000,000	73	32.4
	Rp.3,000,000 - Rp.4,500,000	11	4.9
	> Rp. 4,500,000	10	4.4
	TOTAL	225	100

The amount of money spent specifically on skincare per month	< Rp.500,000	170	75.6
	Rp.500,000 - Rp.1,500,000	39	17.3
	Rp.1,500,000 - Rp.3,000,000	5	2.2
	Rp.3,000,000 - Rp.4,500,000	10	4.4
	> Rp. 4,500,000	1	0.4
	TOTAL	225	100

Model Measurement

Tabel 2. Goodness of Fit Index

<i>Goodness of Fit Index</i>	<i>Cut off Value</i>	<i>Results</i>	
CMIN/DF	≤ 3.00	2,111	<i>Good Fit</i>
RMSEA	≤ 0.08	0.070	<i>Good Fit</i>
NFI	≥ 0.90	0.908	<i>Good Fit</i>
IFI	≥ 0.90	0.949	<i>Good Fit</i>
TLI	≥ 0.90	0.942	<i>Good Fit</i>
CFI	≥ 0.90	0.949	<i>Good Fit</i>

The model conformance test (model conformance test) shown in Table 2 shows that the model suitability requirements are accepted, and conformity can be stated. Six measurements showed good agreement. If there are 3-4 measurements with a good level of agreement or above the cut-off value, the study model configuration can be declared adequate and accepted. To see the validity and reliability, this study will present the standardized loading factor, CR, and AVE values which are presented in Table 3.

Tabel 3. Value of Standardized Loading Factor, Construct Reliability (CR), and Average Variance Extracted (AVE) in Overall Model Fit

	<i>Items</i>	<i>SLF</i>	<i>CR</i>	<i>AVE</i>
<i>Informative Value</i>	I collect information shared by Somethinc TikTok accounts that I follow	0.507	0.932	0.658
	I got new information through the Somethinc TikTok account that I follow	0.844		
	The information shared by the Somethinc TikTok account that I follow is useful for me	0.866		
	Through the official TikTok account, Somethinc provides relevant information	0.894		
	The Somethinc TikTok account that I visited helped me purchase Somethinc products	0.877		
<i>Entertainment Value</i>	The content from the Somethinc TikTok account is very entertaining	0.886	0.814	0.765
	The content from the Tiktok Somethinc account is very interesting	0.923		
	The content from the Somethinc TikTok account is very fun	0.923		
	Content from the current Somethinc TikTok account	0.852		
	It was a lot of fun when I browsed Somethinc's TikTok online store	0.781		
<i>Trust in Brand Post</i>	The post shared by the TikTok account Somethinc tries to convince you to buy	0.795	0.837	0.729
	The product information Somethinc offers is sincere and honest	0.854		
	The Somethinc TikTok account cares about consumers' desires for the present and the future	0.872		
	I believe in the product comments posted on the Somethinc TikTok account	0.852		
	Very responsive complaint handling from Somethinc	0.869		
	Somethinc consistently provides the best service	0.878		
	The TikTok platform helps me make purchasing decisions for Somethinc products	0.85	0.837	0.739

Purchase Decision	I searched for information via the TikTok platform about Somethinc to buy	0.838
	I like shopping for Somethinc products after getting attractive offers from the TikTok platform	0.904
	I feel that the purchasing decision I made regarding Somethinc products was the right one	0.875
	I would recommend Somethinc to others	0.806
	I intend to purchase Somethinc again in the future	0.88

Table 3 is the result of testing the validity and reliability of the entire model. The Standardized Loading Factor (SLF) value of all indicator variables in the full model is greater than 0.50. This indicates that all indicators are declared valid and are believed to be able to measure the overall construct of the model being built. The reliability test results are relevant. All instruments are declared reliable and can consistently measure the constructs of the constructed model. This is indicated by the Avariance Extraction (AVE) value of all instrument indicators obtaining a value ≥ 0.50 and the Construct Reliability (CR) value obtaining a value ≥ 0.70 for overall model reliability. Sub-sections are separated by paragraph spaces with other sub-sections.

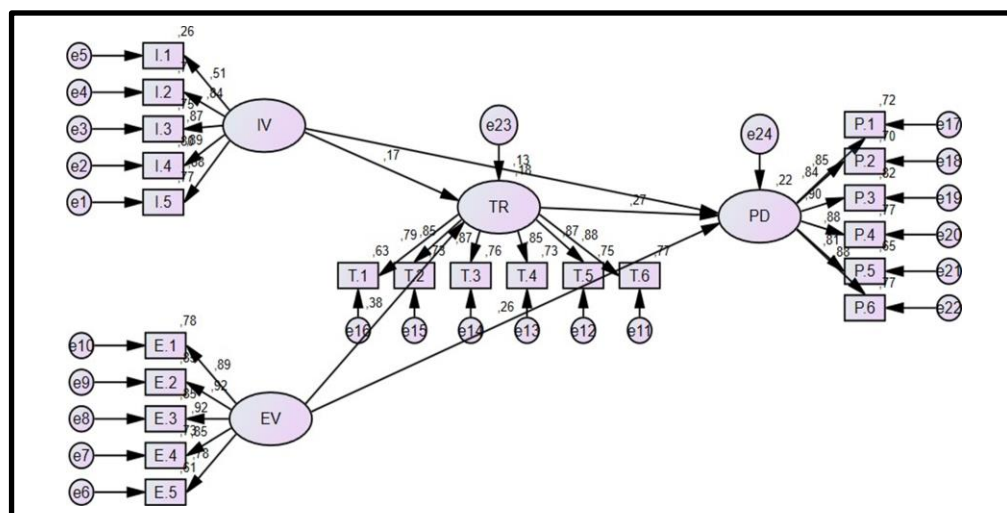


Figure 2. Full model analysis

The results of testing the influence of the relationship between variables on the research constructs built in this research are as follows.

Table 4. Hypothesis testing

Hypothesis	Path	Estimate	S.E	CR	P
H1	Informative Value --> Trust in brand post	0.151	0.059	2, 577	0.010
H2	Entertainment Value --> Trust in brand post	0.402	0.072	5, 564	0.000
H3	Informative Value --> Purchase Decision	0.138	0.068	2, 026	0.043
H4	Entertainment Value --> Purchase Decision	0.320	0.088	3, 653	0.000
H5	Trust in brand post --> Purchase Decision	0.313	0.085	3, 705	0.000

Hypotheses are based on existing knowledge. Based on Table 4, informative value significantly positively influences trust in brand posts. The t-value and p-value support the hypothesis evidence. The calculated t value for the informative value and trust in brand post variables is 2.577, indicating a more significant increase than the t table value of 1.96. Likewise, the p-value shows a number smaller than 0.05 ($\alpha = 0.05$). The results of the second hypothesis are also accepted. Entertainment Value has a significant positive impact on trust in brand posts.

The calculated t value of the entertainment value variable on trust in brand posts is 5.564, indicating a more effective gain than the t table value of 1.96. Likewise, the p-value shows a number smaller than 0.05 ($\alpha = 0.05$). The third hypothesis is also valid. Informative value has a significant impact on purchase decisions. The t-calculated informative value and purchase decision value reached 2.026. This shows that the value obtained exceeds the t-table value of 1.96. Likewise, the p-value is smaller than 0.05 ($\alpha = 0.05$). The fourth hypothesis is that the t-calculated value, entertainment value on purchase decisions, is 3.653, and the p-value is smaller than 0.05 ($\alpha = 0.05$). These results show a positive and significant influence between entertainment value and purchase decisions. The fifth hypothesis is that the t-calculated value influencing trust in brand posts on purchase decisions is 3.705, and the p-value is smaller than 0.05 ($\alpha = 0.05$). Thus, trust in brand posts positively and significantly affects purchase decisions.

Table 5. Sobel test-significance of mediation

	Sobel test statistics	Two-tailed probability
Informative Value --> Trust in Brand Post --> Purchase Decision	2.10	0.036
Entertainment Value --> Trust in Brand Post --> Purchase Decision	3.08	0.002

Based on the Sobel test results in Table 5, the Sobel test statistic for the first variable is 2.10 with a p-value of 0.036. The statistical value of the Sobel test is greater than the t table value of 1.96. Likewise, the p-value is given a value of less than 0.05 ($\alpha = 0.05$). These results show an important indirect influence of informative value on purchase decisions through trust in brand post. Then the Sobel test statistic on the second variable is 3.08 with a p-value of 0.002. The statistical value of the Sobel test is greater than the t table value of 1.96. Likewise, the p-value is given a value of less than 0.05 ($\alpha = 0.05$). These results show an important indirect influence of entertainment value on purchase decisions through trust in brand post.

Discussion

This research aims to test the conceptual model of informative value and entertainment value in the TikTok application on purchase decisions for Somethinc products, which are mediated by trust in brand posts. The first hypothesis is accepted based on the data processing results showing that informative value influences trust in brand posts. This aligns with previous research, which states that informative value can influence trust in brand posts (Yusuf Bilgin, 2022). Referring to the previous discussion, information content is a crucial marketing element in influencing and shaping buyer behavior. Furthermore, the second hypothesis is accepted, which shows that entertainment value influences trust in brand posts. This research also obtained previous research that stated that entertainment value will influence trust in brand posts (Linda D. Hollebeek, 2019). This proves that when social media advertising is designed to provide entertainment to consumers, a higher level of brand trust develops in the minds of consumers. Then, the third hypothesis is accepted, which shows that informative value influences purchase decisions. These results also align with previous research showing that the power of social media information has a positive relationship with consumer purchasing behavior (Hanaysha, 2022).

Furthermore, the fourth hypothesis is accepted, which shows that entertainment value influences purchase decisions. Likewise, previous research shows that marketing content tailored, relevant, and meets consumer needs/interests influences purchasing behavior (Mohd Thas Thaker et al., 2021). Then, the fifth hypothesis is accepted, which shows that trust in brand posts influences purchase decisions. These results also align with previous research showing that when consumers become more aware of a brand and its products, trust in brand posts can positively influence purchasing decisions (Maharani et al., 2023). The research results show that in improving purchase decisions, business people are expected to be able to promote their

products by providing appropriate informative value and entertainment value to represent their products to the market so that they can increase trust in brand posts and be able to create purchase decisions.

CONCLUSION

Informative value can increase purchase decisions on Somethinc via the TikTok social media platform. It is essential for companies to regularly share interactive posts and brand information on the TikTok Somethinc social media site to increase trust in brand posts for Somethinc products. Since the primary goal of advertising and marketing promotions is to build trust in brand posts and stimulate consumer purchasing behavior, social media marketing activities are also considered essential for developing successful relationships with customers and achieving these goals. Entertainment value can increase purchase decisions. The more interesting the posts from the content uploaded by the TikTok Somethinc account, the greater the opportunity to get more consumers to make purchases. Good quality skin care products can immediately increase positive trust for consumers. Quality brand information and interesting brand posts from the Somethinc TikTok account will help companies improve consumer purchasing decisions. Trust in brand posts can increase purchase decisions. Study Pop et al. (2022) also emphasized that trust in brand posts positively influences purchase decisions. The greater the consumer's confidence in a product, the more likely they will buy it. This research is also in line with the research of Patel et al. (2020) and Neumann-Böhme et al. (2020) this also explains a positive relationship between trust in brand posts and purchase decisions. Trust in brand posts mediates the influence of informative value and entertainment value on purchasing decisions. This explains that trust in brand posts can mediate the relationship between informative value and entertainment value in purchase decisions.

Information and communication technology advances, including the internet, have brought changes in culture, lifestyle, and social behavior in various areas of life. With modern developments, consumer behavior is increasingly changing (Grover et al., 2019). Many companies are now starting to market their products and services directly through advertising strategies on digital media. Somethinc is a local skincare brand founded in May 2019 and has successfully attracted Indonesian beauty lovers' attention. The ever-expanding development of the beauty world requires Somethinc to take the proper steps to maintain its market in Indonesia, especially regarding the content often created by the official TikTok account, whether it gets a positive response and can influence consumer purchasing decisions. The content produced by the official TikTok account can build trust in the brand and influence consumer purchasing decisions for a product. Through this research, informative value and entertainment value are essential factors in promoting a product, so it is hoped that Somehinc or other beauty products can create exciting content and provide relevant information. The results of this research show that informative value and entertainment value have a positive and significant influence on purchasing decisions, which are mediated by trust in brand posts.

This research is not free from various limitations in terms of time, energy, researcher ability, and other factors during the time the research was carried out. In the data collection process, the information provided by respondents through questionnaires sometimes does not show the respondents' accurate opinions; this happens because sometimes there are differences in thoughts, assumptions, and understandings for each respondent, as well as other factors such as the honesty factor in filling in the respondents' opinions in the questionnaire. Then, for further research, it is recommended to use variables other than those used in the research. Researchers can also add independent variables or change other mediating variables to develop further research and obtain more varied results for further development in marketing. Furthermore, for further research, it is recommended to use a larger sample from various regions to obtain broader information and represent each region in Indonesia.

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