

Analyzing The Impact Customer Engagement and Discount on Impulse Buying Through Brand Loyalty of Skincare Brand X Consumer in Tiktok

Mauliddina Sendra Zuchalia*, Ina Agustini Murwani

Universitas Bina Nusantara, Indonesia

Email: mauliddina.zuchalia@binus.ac.id*, imurwani@binus.edu

Keywords:	Abstract
Customer Engagement; Discounts; Brand Loyalty; Impulsive Buying.	The phenomenon in this study shows that impulsive consumers in making purchases will help increase product sales, but this impulsive habit is also not justified. Impulsive habits make consumers have a free lifestyle without limits. This study uses a quantitative approach with a cross-sectional design to examine the effect of customer engagement and discounts on impulsive buying through brand loyalty. The population consisted of TikTok users and Skintific product users, with a sample of 200 respondents selected through simple random sampling. Data analysis included validity and reliability tests, structural model evaluation, and hypothesis testing using Smart PLS bootstrapping. The results show that customer engagement and discounts have a positive effect on impulsive buying, mediated by brand loyalty. The combined effect of engagement and discounts strengthens brand loyalty and impulsive buying behavior more effectively. These findings indicate that brand loyalty functions as a mediating variable linking the influence of customer engagement and discounts on impulsive buying. The implications of this study are the importance of marketing strategies that combine consumer engagement and discount incentives to build brand loyalty and encourage impulsive buying behavior, as well as providing insights for business actors in designing digital marketing strategies on the TikTok platform.

INTRODUCTION

The development of technology today is happening rapidly. This makes people always carry out digital activities. Sophisticated technology makes it easy for people to carry out their activities so that marketing activities can also be carried out by utilizing technology. The internet is one form of progress from technology. The internet helps people to meet their needs. It can be seen that children to adults are internet users so it is not surprising that the internet has a lot of users. The internet has entered the business world which then creates a new shift in terms of marketing (Hariyanti, 2022). The internet makes it easy for people to obtain information easily and to make purchases of a product can be done using the internet. The impact of the internet is very much, one of which is becoming a determinant of people's behavior (Firamadhina & Krisnani, 2021).

Digital marketing activities have become a habit so that these activities can be carried out using social media, one of which is TikTok. TikTok is not only used to share videos, but TikTok can also be used to promote a product. The use of TikTok creates new business opportunities and jobs. Indonesia is one of the countries that has quite a lot of TikTok users. Indonesia ranks first so it can be concluded that the average person in Indonesia is a TikTok user. Data on the countries with the largest TikTok users can be seen below:

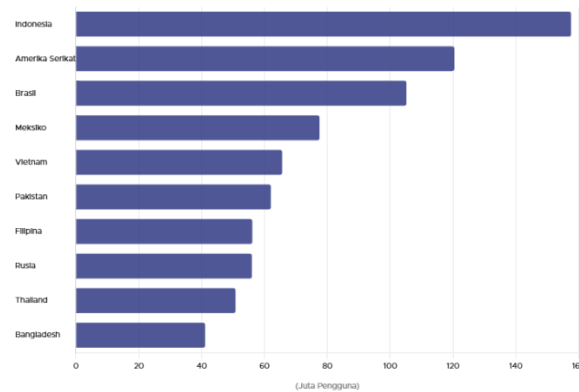


Figure 1. Data on Countries with the Largest TikTok Users
Sumber : Data Reportal (2024)

Based on the data above, it can be seen that Indonesia has the largest number of TikTok users in Indonesia, which is 157.6 million. The number of TikTok users in Indonesia exceeds TikTok users in the United States, which only reaches 120.5 million users. The beauty & personal care category is the first most frequently purchased product on TikTok. This shows that consumers tend to use TikTok as a place to buy beauty products. The active beauty creator content on TikTok is very much, this illustrates that TikTok can increase product marketing by collaborating with beauty KOLs. Collaboration with KOLs is done to make marketing strategies on TikTok more efficient.

Below is the annual growth data of collaboration between KOLs and content creators in the beauty sector.



Figure 2. Annual Growth Data of KOL Collaboration with Beauty Content Creators
Sumber : KOL.ID Report, (2025)

Based on the image above, it can be seen that the global KOL marketing market will reach a value of USD 73.25 billion in 2024 and will continue to increase to reach USD 237.68 billion in 2033, with an annual growth rate of 12.5% during that period.

Revenue from sales of beauty brands on TikTok has reached quite a large number. Below is the data on sales revenue of beauty brands using the TikTok application supported by collaboration with KOL.

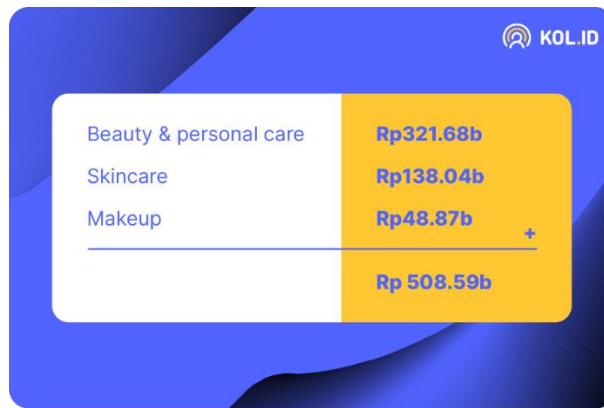


Figure 3. Beauty Brand Sales Revenue Data On TikTok

Sumber : KOL.ID Report (2025)

Based on data obtained from KOL.ID Report, (2025), the beauty business on TikTok was able to generate revenue of IDR 508.59 billion in just 7 days. This large income illustrates that the marketing strategy used has succeeded in making the beauty brand on TikTok grow rapidly and become a popular business that is in great demand by the public.

One of the beauty brands that uses TikTok as a medium to market its products is Skintific. Skintific is a brand from Canada. Skintific aims to create products that can be enjoyed by everyone who wants to care for their skin with active ingredients supported by technology that is currently more advanced. Skintific is categorized as a brand that prioritizes long-term skin health and provides fast and effective results so it is safe to use for sensitive skin.

Below is the sales data for the Skintific brand which ranks first when compared to other brands.

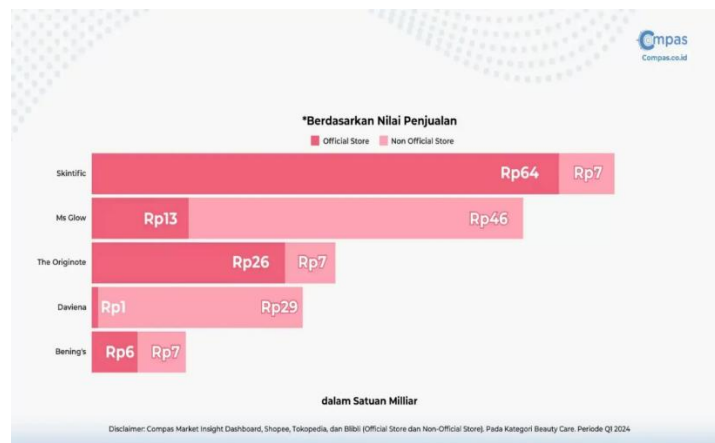


Figure 4. Skincare Brand Sales Data

Sumber : Kompas.co.id (2025)

Based on the data above, it can be seen that Skintific is a beauty brand that has succeeded in occupying the first position compared to other skincare brands in Indonesia, reaching IDR 70 billion. Shopping activities carried out on TikTok are very easy to do. TikTok users must ensure that the application is downloaded and already have a registered account. Then the transaction process does not have to move to another application. Customers can also participate in various events organized by TikTok. TikTok continues to update and develop so that this application can be easily used. This is what makes people tend to choose TikTok as a

place to choose the products they are looking for (Gracelia & Indriani, 2023). The use of TikTok which is quite easy also makes people more impulsive when buying products.

Purchasing is part of the experience. An attractive offer will make someone want to buy a product. Impulsive online purchases, one of which is using TikTok, will increase the number of product requests and sales (Febriandika et al., 2023). Not only the ease of use of the TikTok application makes people more impulsive when shopping but many other factors influence it, namely customer engagement, discounts, and brand experience. Customers who frequently buy products have a fairly strong involvement with a brand so they tend to have impulsive habits (Kshatriya & Shah, 2023). Customers tend to feel comfortable when buying products because they believe that the product can provide satisfaction and is useful for everyday life. Discounts are very useful to attract customers. Prices that decrease make customers more excited to shop because customers can get products but at a much cheaper price. The difference in price set previously with the price after the discount is a factor that triggers customers to buy products (Çavuşoğlu et al., 2020). Impulse buying can be supported by customer needs, encouragement from others, promotions, and the ability to buy the product. Impulse buying is also influenced by the experience of a brand that creates good products, making buyers more impulsive (Rodrigues et al., 2021). An example is the sensory experience, customers prefer to choose products that display a variety of images compared to products with limited images or choices.

Previous research has examined various factors influencing impulsive buying on digital platforms. Febriandika et al. (2023) found that TikTok's ease of use makes people more impulsive in purchasing products. Gracelia & Indriani (2023) showed that TikTok's relative ease of use also makes people more impulsive when purchasing products. Auliarahman (2025) found that enjoyment and social presence significantly influenced online impulse buying in TikTok Live shopping, while attractiveness had no significant effect. The study also showed that online impulsive buying had a positive effect on continuous purchase intention. Research by Habib & Almamy (2025) found that FOMO (Fear of Missing Out) had a significant impact on social media engagement and impulse buying of lifestyle products. Martaleni et al. (2022) showed that flash sales and online impulse buying were mediated by emotional effects. Meanwhile, research by Rodrigues et al. (2021) found that impulsive buying was influenced by customer needs, encouragement from others, promotions, affordability, and brand experience. However, these studies still focus on certain factors without simultaneously examining the influence of customer engagement and discounts on impulsive buying through brand loyalty as a mediating variable.

The phenomenon in this study shows that impulsive customers in making purchases will help increase product sales, but this impulsive habit is also not justified. Impulsive habits make customers have a free lifestyle without limitations. Researchers chose the Skintific skincare brand because Skintific is a skincare brand that is in great demand by customers. The use of the TikTok application makes it easier for customers to obtain information and buy products so that impulsive buying habits are difficult to eliminate.

METHOD

Research Approach and Design

According to Sina (2022), research design is a research plan that is used as a guideline when researchers conduct research. Research design was used so that researchers can conduct

research in a structured manner. In this study, researchers used a quantitative approach. A quantitative approach is an approach that collects information in the form of numbers or is referred to as a numerical variable. A quantitative approach is used to measure the relationship between variables in order to determine phenomena using statistical analysis (Wajdi et al., 2024). In terms of implementation time, this study uses a cross-sectional approach. Cross-sectional is a research design that describes risk by means of direct observation or research. The purpose of using this approach is to collect data at one time in order to obtain accurate research results (Abduh et al., 2023).

Population and Sample

Based on Hanafiah et al., (2020), population is the total individuals whose characteristics will be studied. In this study, the population determined was people who use TikTok and users of Skintific products. According to Sukwika (2023), a sample is a stage of selecting a portion of a population that can represent the characteristics of all populations. The purpose of selecting a sample is to carry out measurements to be more optimal. In this study, the study used the Roscoe method which developed various rules in the study, one of which is the ideal sample size for general research is more than 30 and less than 500 so that in this study the researcher chose 200 respondents.

Sampling Technique

In this study, the researcher used a simple random sampling technique. Simple random sampling is a random sampling technique (Sukwika, 2023). The technique used in this study ensures that all elements in the population have the opportunity to be selected, thereby reducing bias in the study.

Data Analysis Technique

Evaluation of Measurement Model (Outer Model)

1. Validity Test

According to Rahadi (2023), validity test is the degree of accuracy between the data that actually occurs in the object and the data collected by the researcher. Validity test is used to determine whether or not a construct in the study is valid. Validity test in the outer model with indicators is evaluated using convergent validity and discriminant validity of the indicators forming the latent construct.

a. Convergent Validity

Convergent validity is a measure of the quality of a measurement instrument where the instrument is in the form of a statement. The requirement that must be met for convergent validity is that the outer loading value in the study must be > 0.7 .

b. Discriminant Validity

Discriminant validity is determined to provide a distinctive feature of the construct in the study. This illustrates if the construct in the study has characteristics that are not too related to other constructs. In SEM PLS, the approach that can be seen to assess discriminant validity is the heterotrait-monotrait correlation ratio (HTMT).

2. Reliability Test

Rahadi (2023) stated that the reliability test is actually a tool for measuring indicators of a variable obtained from a questionnaire. The reliability test in this study was carried out by testing the composite reliability. Composite Reliability is the composite reliability that is in

accordance with the factor loading analysis. The requirements that must be met to achieve construct reliability are CR values ≥ 0.7 .

3. Structural Model Evaluation (Inner Model)

Inner model evaluation can be carried out by looking at the R-Square, where changes in the R Square value can be used to describe exogenous latent. Variables significantly affect endogenous latent variables (Rahadi, 2023). Inner model evaluation can be done by looking at the R-Square value, where changes in the R-Square value can be used to describe the presence or absence of exogenous latent. Variables significantly affect endogenous latent variables.

a. R Square (R²)

R square is a statistical measure used to determine the proportion of variance. The R square value is known as the coefficient of determination which is expected to have a value from 0 to 1. R square values of 0.75, 0.50, and 0.25 indicate strong, moderate, and weak models.

4. Hypothesis Testing (Bootstrapping)

Hypothesis testing, where a specific statement or hypothesis is generated about a population parameter, and sample statistics are used to assess the likelihood that the hypothesis is true. Hypotheses are based on available information and the researcher's beliefs about the population parameters. The process of hypothesis testing involves setting two competing hypotheses, the null hypothesis and the alternative hypothesis. Someone selects a random sample (or multiple samples when there are more comparison groups), calculates summary statistics and then assesses the likelihood that the sample data supports the research or alternative hypothesis (Rahadi, 2023).

a. Direct Effects

Variables that affect the dependent variable, or variables that are predicted directly and are statistically significant. In PLS SEM analysis, the value of this direct effects is also called the path coefficient. Furthermore, the measurement of path coefficients between constructs to see the significance and strength of the relationship and also to test the hypothesis. The path coefficients range from -1 to +1. The closer the path coefficients are to +1, the stronger the relationship between the two constructs. A relationship that is closer to -1 indicates that the relationship is negative (Rahadi, 2023).

b. Indirect Effects

An indirect relationship is the extent to which variable X affects variable Y through a mediator. Indirect relationships in a simple mediation model, indirect relationships are the extent to which variable X affects variable Y through a mediator (Rahadi, 2023).

RESULTS AND DISCUSSION

Table 1. The validity test

	BL	CE	D	IB
Brand Loyalty 1	0,832			
Brand Loyalty 2	0,840			
Brand Loyalty 3	0,758			
Customer Engagement 1		0,784		
Customer Engagement 2		0,760		
Customer Engagement 3		0,840		
Customer Engagement 4		0,793		
Customer Engagement 5		0,848		
Customer Engagement 6		0,540		
Customer Engagement 7		0,618		
Discount 1			0,818	
Discount 2			0,770	
Discount 3			0,846	
Impulse Buying 1				0,770
Impulse Buying 2				0,446
Impulse Buying 3				0,660
Impulse Buying 4				0,764
Impulse Buying 5				0,712
Impulse Buying 6				0,682

Based on the table above, it can be seen that all questionnaire items are valid for use, except for items CE 6, CE 7, IB 2, IB 3, and IB 6.

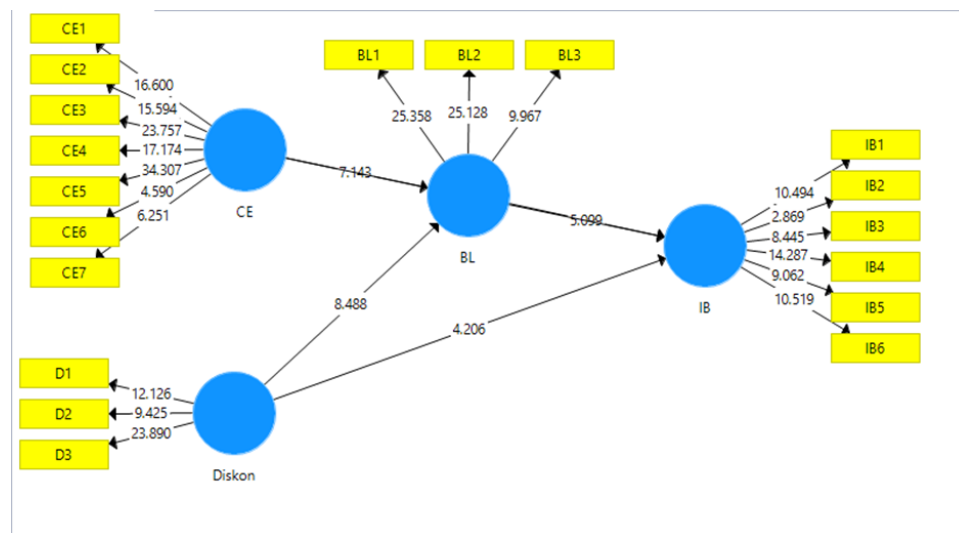


Figure 5. Structural Model Evaluation Using SmartPLS Bootstrapping

Table 2. The Construct Reliability and Validity

Variable	Cronbach's Alpha	Rho A	Composite Reliability	Average Variance
Brand Loyalty	0,738	0,742	0,852	0,657
Customer Engagement	0,863	0,868	0,897	0,560
Discount	0,742	0,752	0,853	0,659
Impulse Buying	0,763	0,786	0,835	0,464

Based on the table above, it can be seen that the questionnaire items are reliable for use. Table 3 presents the results of direct and indirect hypothesis testing using SmartPLS bootstrapping. According to Chin (2013), a p-value below 0.05 indicates a significant relationship. Based on the results, customer engagement is found to have a positive influence on impulse buying through brand loyalty, confirming the first hypothesis. Discounts also positively influence impulse buying through brand loyalty, supporting the second hypothesis. Furthermore, both customer engagement and discounts are shown to affect impulse buying through brand loyalty, confirming the third hypothesis.

Table 3. Hypothesis Test Result

Hypothesis	Original Sample	Sample Mean	Standard Deviasi	T Statistic	P Values
CE – BL – IB	0,190	0,189	0,046	4,181	0,000
D – BL – IB	0,231	0,225	0,054	4,315	0,000
CE-D-BL - IB	0,511	0,504	0,060	8,488	0,000

Customer engagement on impulse buying through brand loyalty

Customer engagement has a positive effect on brand loyalty, which in turn encourages impulsive buying. This indicates that when consumers feel more emotionally and cognitively involved with a brand, they tend to develop a stronger bond with that brand. This engagement increases consumers' trust and sense of closeness to the brand, triggering loyalty. With high loyalty, consumers are more likely to make spontaneous purchases because they already have strong trust and preference for the brand. Therefore, building customer engagement becomes an important strategy to enhance loyalty and drive impulsive buying.

Customer engagement on impulse buying through brand loyalty

Discounts have also been proven to play an important role in increasing brand loyalty, which ultimately triggers impulsive buying. Discounts provide a very attractive economic incentive for consumers, as they feel they are getting added value or extra benefits from the products offered. The right discount offers can enhance positive perceptions of the brand and make consumers feel appreciated. This situation not only encourages them to purchase discounted products but also strengthens their overall loyalty to the brand. With loyalty established, consumers tend to make impulsive purchases more frequently, especially when there are appealing discount offers.

Customer engagement and discounts on pulse buying through brand loyalty

When customer engagement and discounts are applied together, they have a stronger impact on brand loyalty and impulsive buying. The emotional interaction and involvement that consumers feel with a brand, combined with attractive discount offers, create an effective

synergy that strengthens the relationship between consumers and the brand. This makes consumers not only loyal but also more easily encouraged to make spontaneous purchases without much hesitation, because they feel the brand provides both emotional and economic value. Therefore, marketing strategies that combine customer engagement and discounts can maximize effectiveness in driving impulsive buying.

Brand loyalty functions as a mediating variable that connects the influence of customer engagement and discounts on impulsive buying. In other words, consumer engagement and discount offers do not directly affect impulsive buying but do so through first increasing brand loyalty. Brand loyalty serves as a linking factor that strengthens the effect of both variables on spontaneous purchasing behavior. This highlights the importance of focusing on building brand loyalty as a key strategic step for companies that want to increase consumer impulsive buying. The loyalty formed will create long-term relationships with consumers and increase the likelihood that they will make sudden purchases.

CONCLUSION

Customer engagement has a positive influence on impulsive buying through brand loyalty. This indicates that consumers' involvement with a brand can enhance brand loyalty, which in turn encourages consumers to make impulsive purchases. Discounts also have a positive effect on impulsive buying through brand loyalty. Discount offers can strengthen consumers' loyalty to the brand, thereby increasing the likelihood of spontaneous purchases. The combination of customer engagement and discounts has an even stronger impact on impulsive buying through brand loyalty. The synergy between consumer involvement and discount incentives can significantly boost brand loyalty, ultimately driving impulsive buying behavior more effectively.

REFERENCES

- Abduh, M., Alawiyah, T., Apriansyah, G., Sirodj, R. A., & Afgani, M. W. (2023). Survey Design: Cross Sectional dalam Penelitian Kualitatif. *Jurnal Pendidikan Sains Dan Komputer*, 3(1), 31–39. <https://doi.org/10.47709/jpsk.v3i01.1955>
- Çavuşoğlu, S., Demirağ, B., & Durmaz, Y. (2020). Investigation of the effect of hedonic shopping value on discounted product purchasing. *Review of International Business and Strategy*, 31(3), 317–338. <https://doi.org/10.1108/RIBS-04-2020-0034>
- Compas.co.id. (2025). *Compas Market Insight Dashboard: Skintific Menempati Posisi Pertama Penjualan Paket Kecantikan di Q1 2024 dengan Nilai Penjualan Lebih dari Rp 70 Miliar!* Kompas.
- Data Reportal. (2024). *10 Negara dengan Pengguna TikTok Terbesar, Indonesia Urutan Berapa?* Goodstats.
- Els, D., & Bisschoff, C. A. (2023). A post-COVID model to measure brand loyalty of banking clients. *Banks and Bank Systems*, 18(2), 24–37. [https://doi.org/10.21511/bbs.18\(2\).2023.03](https://doi.org/10.21511/bbs.18(2).2023.03)
- Febriandika, N. R., Utami, A. P., & Millatina, A. N. (2023). Online impulse buying on TikTok platform: Evidence from Indonesia. *Innovative Marketing*, 19(3), 197–210. [https://doi.org/10.21511/im.19\(3\).2023.17](https://doi.org/10.21511/im.19(3).2023.17)
- Firamadhina, F. I. R., & Krisnani, H. (2021). Perilaku Generasi Z Terhadap Penggunaan Media Sosial Tiktok: TikTok Sebagai Media Edukasi dan Aktivisme. *Share : Social Work Journal*, 10(2), 199. <https://doi.org/10.24198/share.v10i2.31443>

- Gracelia, Y., & Indriani, F. (2023). Analisis Pengaruh Pemasaran Media Social, Reputasi Influencer Dan Diskon Harga Terhadap Keputusan Pembelian Impulsif Melalui Kepercayaan Merek Sebagai Variabel Intervening (Studi Pada Pengguna Tiktok Shop Di Kota Semarang). *Diponegoro Journal of Management*, 12(5), 343–354.
- Habib, S., & Almamy, A. (2025). Impact of FOMO on social media engagement and impulse buying of lifestyle products : mediation analysis. *Emerald*. <https://doi.org/10.1108/JIDT-01-2025-0004>
- Hanafiah, Sutedja, A., & Ahmaddien, I. (2020). Pengantar Statistika. In *Widina* (Vol. 11, Issue 1). Widina Bhakti Persada.
- Hariyanti, S. (2022). Pemanfaatan Media Sosial Tiktok Sebagai Sarana Promosi Kripik Jamur Tiram. *Al-Muraqabah: Journal of Management and Sharia Business*, 02(02), 126–145.
- KOL.ID Report. (2025). *KOL.ID Report: Berapa Banyak KOL Beauty TikTok di Indonesia?* KOL.ID.
- Kshatriya, K., & Shah, P. S. (2023). A study of the prevalence of impulsive and compulsive buying among consumers in the apparel and accessories market. *Vilakshan - XIMB Journal of Management*, 20(1), 2–24. <https://doi.org/10.1108/xjm-12-2020-0252>
- Martaleni, Hendrasto, F., Hidayat, N., Dzikri, A. A., & Yasa, N. N. K. (2022). Flash sale and online impulse buying: Mediation effect of emotions. *Business Perspectives and Research*. [https://doi.org/10.21511/im.18\(2\).2022.05](https://doi.org/10.21511/im.18(2).2022.05)
- Rahadi, D. R. (2023). Pengantar Partial Least Squares Structural Equation Model (PLS-SEM) 2023. In *CV. Lentera Ilmu Madani* (Issue Juli). Lentera Ilmu Madani.
- Rodrigues, R. I., Lopes, P., & Varela, M. (2021). Factors Affecting Impulse Buying Behavior of Consumers. *Frontiers In Psychology*, 1–3. <https://doi.org/10.2501/JAR-2018-031>
- Sari, R. (2021). Pengaruh Penggunaan Paylater Terhadap Perilaku Impulse Buying Pengguna E-Commerce di Indonesia. *Jurnal Riset Bisnis Dan Investasi*, 7(1), 44–57. <https://doi.org/10.35313/jrbi.v7i1.2058>
- Sina, I. (2022). Metodologi Penelitian. In *Widina Bhakti Persada Bandung*.
- Sukwika, T. (2023). *Metode Penelitian* (Issue July). PT Mifandi Mandiri Digital.
- Wajdi, F., Seplyana, D., Juliastuti, Rumahlewang, E., Fatchiatuzahro, Halisa, N. N., Rusmalinda, S., Kristiana, R., Niam, M. F., Purwanti, E. W., Melinasari, S., & Kusumaningrum, R. (2024). Metode Penelitian Kuantitatif. In *Widina* (Vol. 7, Issue 2). Widina.
- Zhang, Z., Zhang, N., & Wang, J. (2022). *The Influencing Factors on Impulse Buying Behavior of Consumers under the Mode of Hunger Marketing in Live Commerce*.