

Analysis of Digital Marketing Live, Promotion, Short Video Strategies on Gen Z Skincare Purchasing Decisions

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Abstract: In today's ever-evolving digital age, social media platforms like TikTok have become a powerful tool to influence purchasing decisions, especially among Gen Z. TikTok provides interactive features such as live streaming, promotions, and short videos, effectively capturing the audience's attention with engaging and accessible content. Skincare businesses utilize these features to increase brand awareness, boost engagement, and motivate consumers to purchase. This study aims to determine the significant influence between live streaming, short videos, and marketing on consumer purchasing decisions on the TikTok application. The method used is a quantitative method with a sample size of 100 respondents through a questionnaire survey, and this data was analyzed using the SmartPLS application. The results showed that all variables have an Average Variance Extracted (AVE) value above 0.50, which means the validity is quite good. In addition, Cronbach's Alpha value of more than 0.70 indicates that all variables are highly reliable. R-Square analysis shows that 78.6% of purchasing decisions are influenced by the variables studied. From the hypothesis test, it was found that promotions and short videos have a significant influence on purchasing decisions, while live streaming does not have a significant influence. These findings provide important guidance for marketers crafting more effective digital marketing strategies on TikTok.

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Introduction

The development of information and communication technology has brought significant changes in the pattern of consumer interaction with brands and products. One digital platform that has gained popularity is TikTok. ByteDance, a well-known technology company based in China, developed this app. At the beginning of its launch, the app was known as Douyin and immediately gained widespread attention in China. After gaining success in the domestic market, the app was introduced to the international market under TikTok. Through this platform, users can create and share videos, add various interesting visual effects, including unique effects, and use sounds that are trending among users (Nurfitri & Sudartono, 2023).

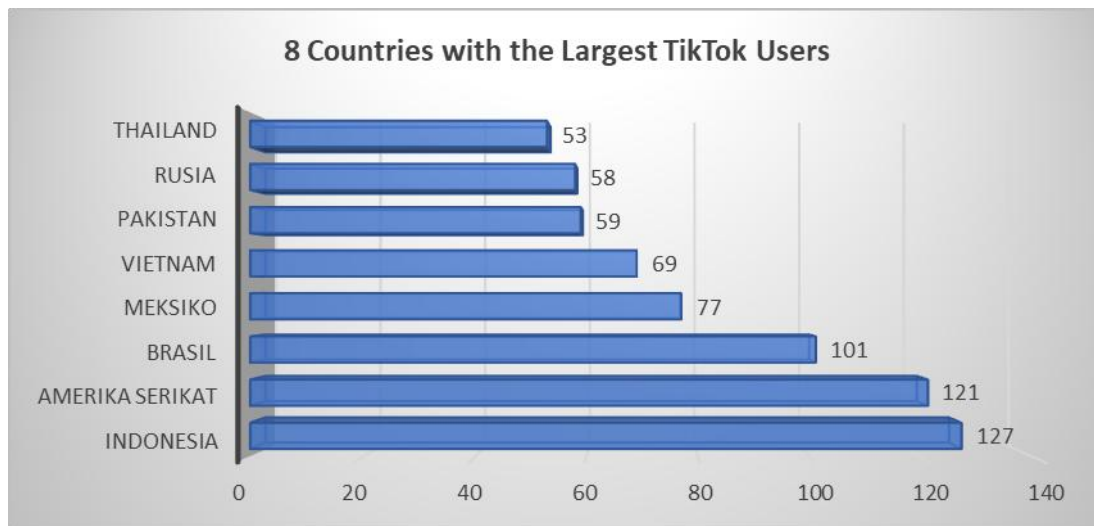


Image 1. Number of tiktok users in the world

The figure above shows Indonesia has the first largest TikTok user base, with 127.5 million users. This achievement shows that Indonesia is a large market and a significant force for developing digital platforms in Asia. With a highly connected population and vibrant digital culture, Indonesia is an ideal ecosystem for the growth of social platforms like TikTok. This trend also highlights how social media has changed how people interact, share information, and express themselves globally. TikTok is one of the key drivers in various countries, including the Americas, Brazil, Mexico, and other Asian countries. (Parameswari & Lenggo Ginny, 2022) Using digital marketing has become one of the most efficient approaches to build interaction with consumers while significantly expanding market reach. Shopping activities through live streaming allow consumers to witness the product more closely, understand its features and advantages in detail, and even ask the host directly about the product offered. In this research approach, it is crucial to present the context and phenomena that support the research focus. Various marketing strategies implemented by companies are often a significant factor in influencing consumer purchasing decisions, primarily through the integrated use of digital platforms. As the digital era has progressed, live shopping, short-form video marketing, and innovative promotional strategies have evolved into highly effective tools to attract and engage consumers. Shopping activities conducted by watching live broadcasts not only allow consumers to interact directly with sellers in real time but also create a more personalized and interactive shopping experience.

Promotion has a vital role in designing a company's marketing strategy. In this modern era, promotion through social media has become an inseparable necessity, considering that almost everyone is very dependent on smartphones they always use daily. Today, the use of social media is considered a very effective promotional method, as businesses need an efficient marketing platform to expand their target market. Various social media platforms are available to support promotion, and one that stands out is TikTok. TikTok has evolved into one of the latest trends in digital marketing and is now widely used as an attractive promotional tool. This social media has become the most popular platform for various groups today. By looking at the growth in popularity of the TikTok app, this platform has indirectly become a strategic space for marketing products or brands. It can reach consumers widely, and TikTok provides opportunities to create direct interactions between companies and customers in real-time (Anugrah et al., 2023). According to (Zahara & Sembiring,

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2020), Promotion can be interpreted as an activity that aims to convey information to the broader community about the products or services offered. The primary purpose of this promotional activity is to attract consumers to be interested and decide to buy products or use the promoted services.

According to Rahmayanti & Dermawan (2023), TikTok Shop is increasingly focused on developing various innovative features, including live streaming. This feature lets consumers see products directly and interact with sellers in real time. The existence of the live streaming feature has increased sellers' sales rate toly, while around 67% of TikTok users make purchases during the live streaming session. In addition, data shows that TikTok users spend an average of 858 minutes each month watching content, including live broadcasts, which sellers can utilize to increase their revenue. In contrast to traditional marketing methods, this approach allows consumers to see the product in real-time, ask questions directly to the seller, and get responses instantly, thus encouraging their interest in making a purchase. In this context, promotion has a significant role in supporting the company's marketing strategy. Promotion carried out with social media is the main requirement in this day and age because everyone depends on and cannot be separated from the grasp of a smartphone. Social media promotion has become a significant necessity, especially in the modern era, where almost everyone is highly dependent on their smartphone devices. Today, promotion through social media is considered very effective as businesses need an efficient marketing platform to expand their market share. Many social media platforms can be used, one example of which is TikTok. TikTok has developed into the latest trend in the world of digital marketing and is widely utilized as an effective promotional tool. This platform is now one of the most popular social media platforms for users from all walks of life. Seeing the rapid growth of TikTok, this application has indirectly become a strategic place to market specific products or brands. Not only can it reach consumers more broadly, but it also allows direct interaction between sellers and consumers in real time, thereby increasing the potential for consumer engagement (Anugrah et al., 2023).

According to (Ramadhani et al., 2023) explained that short video is one of the interesting topics to discuss. This is due to its role not only as part of a digital marketing strategy but also includes the art of creating and distributing content that is relevant to a brand. The main goal is to capture consumers' attention and help them decide to buy a product. In addition, short video marketing, often utilized on platforms such as TikTok, allows businesses to deliver marketing messages concisely, engagingly, and informatively. Not only is this short video content easily accessible to audiences, but it also has a greater chance of going viral. This can increase the appeal of a product and expand its visibility among consumers.

According to (Cesariana et al., 2022), purchasing decisions are when consumers first identify their problems or needs and then seek information about various relevant products or brands. Furthermore, they will evaluate the alternatives available to see how each can meet the needs or solve the problems and finally choose to purchase. According to (Rozi., 2021), purchasing decisions are stages consumers face in choosing the product or service they want. Consumers generally go through several steps before purchasing, including problem recognition, information search, assessment of existing alternatives, decision to buy, and behavior after purchase. In this process, if consumers are satisfied with their first purchase, they will be more likely to repeat purchases at the next opportunity. The live streaming feature on social media platforms allows businesses to offer their products in real-time, provide in-depth explanations of products (product knowledge), answer questions from potential buyers, and interact with them in a limited time. Live streaming allows individuals to deliver video and audio of an event to an audience over the internet in real-time, without any time lag

(Chen et al., 2019). They state that selling electronic products uses marketing through live streaming to share live impressions with their audience, increase sales, and build closer relationships with customers. This research measures two indicators, namely real-time interaction and mixed reality (Arifa et al., 2024).

As revealed by (Guo et al., 2021), live streaming significantly impacts consumer purchasing decisions. Live-streaming activities can potentially influence the purchasing choices made by consumers for a product. However, this research and the phenomena that occur are not in line, and there is inconsistency in the results with research (Wang et al., 2022), which states that the effectiveness of live streaming is currently still lacking when compared to e-WOM (electronic word of mouth). This means that live streaming has yet to be able to have as strong an impact as e-WOM, which provides more personalized testimonials, like recommendations from close friends. These findings highlight the stark differences in studies on the influence of live streaming on purchase decisions and the gap between expectations and reality regarding its impact. The current generation is known for its excellent ability to master various technologies, as well as the ability to multitask. Referring to the views by Bencsik and (Anindasari & Tranggono, 2023), it is known that Generation Z has an extraordinary ability to absorb information quickly and has easy access to various sources of knowledge. They are also known as a generation that is highly skilled in using technology, very creative and has high critical thinking skills.

Research conducted by (Candra Gunawan & Susanti Sekolah Tinggi Ilmu Ekonomi, 2019) revealed that promotion is a form of communication that can influence consumer decisions, provided that the message delivered is compelling enough. In addition, other studies also reinforce these findings, stating that promotions carried out consistently will increase consumer attractiveness to certain products or services. Moreover, according to (Rozi, 2021), promotion can be understood as a series of activities carried out by companies to communicate and introduce products to the target market. Promotion itself is a key factor in determining a marketing program's success. A well-designed promotion will be able to convey messages clearly and thoroughly, thus making the promotion more attractive and building consumer confidence to make purchasing decisions.

Factors that influence this decision, according to (Farhan Muchtar & Naryono, 2024), include personal factors (age, gender, lifestyle), psychological factors (perception, motivation), social factors (normative compliance, value expressive influence), and cultural factors (culture, sub-culture, social class). Promotion is vital because it can attract consumer attention, increase brand awareness, and provide emotional and rational encouragement to influence purchasing decisions. Based on this explanation, the promotional mix is called that because companies often use various promotional activities to market their products effectively. (Parameswari & Lenggo Ginny, 2022) Identify several important indicators influencing purchasing decisions: On-demand, where consumers buy because the product is available according to their needs and easy to find. Profitable means that the product purchased provides real value benefits for customers. Accuracy refers to setting a selling price based on product quality and consumer expectations. Repeat purchases are conditions when consumers are satisfied with previous purchases and want to make purchases again in the future.

As people's lifestyles change, social media platforms adapt to meet the needs of fast-paced users. Short video applications have emerged to meet the demand for concise yet attention-grabbing content and are increasingly dominating social media platforms (Xiao et al., 2019). Video-based marketing is now considered as one of the great opportunities to attract attention and interact with customers' wants and feelings. Therefore, many marketers have started incorporating practical video

marketing elements in their digital strategies, especially on mobile devices (Pinto & Santos, 2022). Short videos need to convey information briefly but clearly so that consumers can more easily understand the products offered by the company, thus triggering purchasing decisions (Liu et al., 2019). The research shows that short video marketing significantly affects purchasing decisions. (Shahla Witono & Aprilianty, 2024) Short Video promotions on the TikTok platform, which often include elements of humor, engaging visuals, evocative words, and user-generated content, can attract attention and please the audience. Informative elements such as before-and-after demonstrations of product differences, practical tips, and precise product comparisons make the videos more memorable and impactful. Users prefer content that feels non-pushy, manageable, and relevant to their interests and preferences. In addition, videos that promote familiar brands, feature trusted influencers, and use interactive features such as the 'Yellow Basket' make it easier and more likely for consumers to purchase. Nonetheless, viewers often verify the credibility of a video by looking at comments, conducting further research, or seeking the opinions of others before making a purchase decision.

Research Method

This research uses a quantitative approach, which allows for precise and accurate data collection after going through a series of calculations to produce numerically valid results. The quantitative approach is used to understand certain phenomena or variables by relying on numerical or quantitative measures obtained through various measurement methods such as tests, observations, and questionnaires. This approach focuses more on problems that can be tested through statistical analysis so that the data obtained can cover the population as a whole (Anindasari & Tranggono, 2023). The type and source of data used in this research is through a questionnaire survey, which seeks to explore what the general public feels about an issue being analyzed. This survey aims to collect quantitative data that will be further analyzed in this study (Shahla Witono & Aprilianty, 2024).

The data collection technique used in this study involves respondents who meet specific criteria, namely digital wallet users and people with the TikTok application, who will receive a questionnaire through the Google Form platform. This questionnaire is measured using a Likert scale. In analyzing the data, this research applies an analytical, quantitative approach using the SmartPLS tool to develop the compiled model. Heteroscedasticity Test The heteroscedasticity test, according to (Firda Rona Hafizhoh et al., 2023), is used to test whether the residuals in the regression model have a consistent variant. If the independent variable does not show a statistically significant effect on the dependent variable, then there will be no indication of a heteroscedasticity problem.

Result and Discussion

Result

Outer Model Results Validity Test Results

Table 1. Validity Test Results Average Variance Extracted (AVE) Test Results

	Average Variance Extracted (AVE)
Purchase Decision	0.808
Live Streaming	0.794
Promotion	0.842
Short Video	0.818

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From the information in Table 1, it can be concluded that the Average Variance Extracted (AVE) value for the Purchase Decision variable is 0.808, Live Streaming is 0.794, Promotion is 0.842, and Short Video is 0.818. Generally, the standard AVE value considered valid is > 0.50 . In these results, all Buyer Decisions, Live Streaming, Promotion, and Short Video variables have an AVE value above 0.50. Therefore, all variables can be declared to meet the standards of convergent validity. Thus, no variables need to be corrected or excluded because all variables have met the required convergent validity criteria.

Reliability Test Results

Table 2. Cronbach Alpha Test Results

	Cronbach's Alpha
Purchase Decision	0.940
Live Streaming	0.935
Promotion	0.953
Short Video	0.944

Table 2 shows that the value of the Live Streaming variable (X1) has a Cronbach alpha value of 0.935 or > 0.70 , which means that this variable has a high level of reliability. The Promotion variable (X2) has a Cronbach alpha value of 0.953 or > 0.70 , which indicates that this variable also has a high level of reliability. In addition, the Short Video variable (X3) has a Cronbach alpha value of 0.944, which is also > 0.70 and indicates a high level of reliability. The dependent variable, namely the Purchase Decision (Y), has a Cronbach alpha value of 0.940 or > 0.70 , which means that this variable has a high level of reliability. From the reliability test results, it can be concluded that all variables in the study are declared reliable.

Inner Model Results R Square Test Results

Table 3. R Square Test Results

	R Square	Adjusted R Square
Purchase Decision	0.786	0.780

Table 3 shows that the R Square value on the Purchase Decision variable is 0.786. This means that 78.6% of the variability in purchasing decisions is influenced by the independent variables in the model, such as Promotion, Short Video, and Live Streaming. The remaining 21.4% is influenced by other variables outside the model not examined in this study.

The Adjusted R Square value of 0.780 indicates that after adjusting for the number of independent variables, the contribution of these variables remains consistent. This model can be categorized as having strong predictive power because the R Square value is above 0.6, indicating that the variables in this model significantly explain the variability of purchasing decisions.

Bootstrapping Test Results

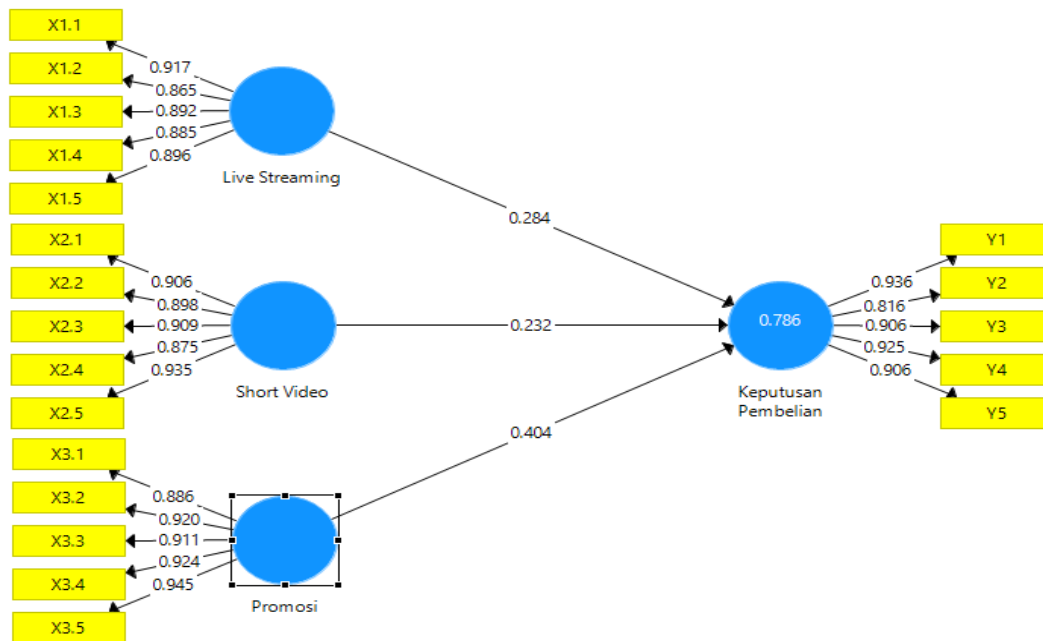


Figure 1. Bootstrapping Test Results

The information in Figure 1 shows the results of hypothesis testing, which aims to determine the effect of one construct on another. In this analysis, a variable is declared to have a significant effect if the P-value value is <0.05 (5%). Conversely, if the P Value > 0.05 (5%), the variable is considered not to influence other variables significantly. Based on the model displayed, we can see the influence of Brand Awareness, Content Marketing, and Viral Marketing variables on Purchase Decisions.

This analysis provides an overview of how much each independent variable contributes to consumer purchasing decisions. Suppose the P-value of a relationship is smaller than 0.05. In that case, the variable significantly influences purchasing decisions, indicating that the variable is important in the consumer decision-making process. Conversely, if the P-value is more significant than 0.05, the variable is not considered to have a strong influence. These findings help us understand the role of each construct in influencing purchasing decisions and can form the basis for more effective marketing strategies.

Path Coefficient Test Results

Table 4. Path Coefficient Test Results

	Sample Original (O)	Sample Average (M)	STDEV	(O/STDEV)	P Values
LS → KP	0.284	0.280	0.163	1.745	0.084
P → KP	0.404	0.394	0.200	2.026	0.045
SV → KP	0.232	0.249	0.106	2.190	0.031

Source: SmartPLS (2024)

From Table 4 above, it can be concluded that the results of the path coefficients analysis show the relationship between Live Streaming (LS), Promotion (P), and Short Video (SV) on Buyer Decisions (KP). The Live Streaming variable has a coefficient of 0.084, indicating that its impact on purchasing decisions is less significant than that of the Short Video variable. This indicates that although Live Streaming is important, other factors influence consumer purchasing decisions in this model. Furthermore, Promotion has a coefficient of 0.045, indicating that advancement in marketing significantly influences purchasing decisions. The more advances, the greater the chance for consumers to be encouraged to buy a product because the promoted product or service influences them. Then, Short Video has a coefficient of 0.031, indicating that virality in Short Video significantly influences purchasing decisions. The more viral a piece of content is, the greater the chance for consumers to be compelled to buy, as they are interested in the product or service being promoted. Overall, this analysis shows that Short Video contributes most strongly to purchase decisions, followed by Promotion but not Live Streaming. These results emphasize the importance of marketing strategies that not only create short videos or promotions, but also create an attractive and easy-to-understand Live Streaming atmosphere to encourage consumers to make purchasing decisions.

Discussion

Live Streaming on Purchasing Decisions

The results of this study reveal that live streaming does not significantly affect purchasing decisions, with a p-value of 0.084, which is more significant than 0.05. Although the live streaming feature allows direct interaction between sellers and buyers, the results show that TikTok users do not feel compelled to purchase after watching live streaming. This is likely due to the interaction characteristics that are less appealing to Gen Z consumers, who prefer more concise and informative content. Previous research has also shown that while live streaming can increase engagement, its effect on purchase decisions is only sometimes.

This means that although live streaming has a specific role in marketing, its contribution to consumer decisions to buy products could be more dominant. Consumers may find Live Streaming interesting or valuable in getting live product information, but more is needed to make consumers make purchasing decisions. It could be that other factors, such as shorter content and Short Videos, are more effective because they are more accessible, quick to consume, and can convey information quickly without requiring a long time. However, these findings contradict several other studies that claim that live streaming has a significant influence on purchasing decisions conducted (Pranadewi & Hildayanti, 2024) and Lislindawati et al., (2023), which state that live streaming significantly influences purchasing decisions. This difference in results could be due to differences in research methodologies or sample characteristics. Therefore, marketers need to consider alternative strategies that are more effective in utilizing the TikTok platform to drive purchasing decisions, including combining interactive elements in live streaming to attract more consumer attention.

There are several reasons why live streaming has less impact in this context. First, the longer duration, as live streaming often takes longer to watch, may not suit the preferences of consumers who want quick information. Second, while live streaming offers an interactive experience, not all consumers can participate simultaneously, so the audience is limited. Third, competing with other content in the digital age, consumers are more often exposed to other forms of content. Short videos that are quick and to the point often attract more attention than live streaming. Lastly, consumers

with limited usage may only watch live streaming for entertainment or to gain additional information, but they feel they need to be inspired to purchase products after watching. Based on these results, companies or businesses need to choose digital marketing strategies wisely. Suppose their goal is to influence purchase decisions directly. In that case, they may need to focus more on more effective media or content types, such as Short Video, while still maintaining live streaming as a support to provide a more immersive experience for interested consumers. As such, while live streaming has an important role, its position is more of a compliment than a primary factor in driving consumer purchase decisions.

Promotion of Purchasing Decisions

The analysis results show that promotion significantly influences purchasing decisions, with a p-value of 0.045, more diminutive than 0.05. This shows that the promotional strategy implemented at TikTok effectively attracts consumers' attention and motivates them to buy. Promotions implemented through social media allow companies to reach a broader audience more interactively and engagingly. Marketers can create higher brand awareness and increase consumer interest in the promoted products through paid advertising, collaboration with influencers, and engaging content. This is in line with previous research (Aulia Nurjannah et al., 2023), which confirms that perceptions of promotion positively and significantly influence purchasing decisions on TikTok.

The importance of promotions in influencing consumer buying behavior is evident, where effective promotions can increase consumers' desire to buy products. Offers that provide more value are often associated with discounts, cashback, gifts, or product bundling. Such offers create the perception that consumers are getting more value, encouraging them to buy immediately before the promotion ends. In addition, creating a sense of urgency also plays an important role by using marketing tactics that emphasize time or stock limitations, such as "Today only!" or "Supplies are limited!". These strategies influence consumer psychology to act quickly to avoid missing the opportunity. Furthermore, frequent promotions increase the credibility and appeal of the product or service, as frequently promoted products are perceived as more trusted and relevant. In the context of TikTok, promotions serve not only as a means to provide product information but also to create a fun and engaging shopping experience. Creative and relevant promotional content can encourage user interaction, such as commenting, sharing, and saving content for future reference. Therefore, a marketing strategy that prioritizes interactive and engaging promotions will be key in driving purchasing decisions among TikTok users.

Short Video on Purchasing Decisions

This study found that short videos significantly influence purchasing decisions, with a p-value of 0.031, which indicates a positive relationship. Short video content on TikTok attracts attention and provides enough information to influence consumer decisions. With a short format and attractive visuals, short videos can convey marketing messages effectively and quickly. This finding is in line with previous research, which shows that the quality and relevance of short video content can increase consumer interest in buying products conducted by (Ramadhani, In, & Taruna Wijaya, 2023), which states that short videos have a significant impact in driving purchasing decisions due to their ability to present information clearly and interestingly in a short time.

Short videos on TikTok provide an interactive experience for users, allowing them to engage more with the content presented. Users tend to be more responsive to dynamic and digestible visual content, increasing their likelihood of purchasing viewing. Developing creative and relevant short video content will capture consumers' attention and drive positive purchase behavior. External

factors, such as social media algorithms, also play a significant role. Platforms such as TikTok and Instagram use algorithms that promote potentially viral content. This helps new audiences discover products promoted in short videos more easily without significant investments in paid advertising.

Conclusion

The analysis shows that digital marketing strategies through promotions and short videos significantly influence Gen Z skincare purchasing decisions on TikTok. In contrast, live streaming does not significantly influence purchasing decisions. This suggests that promotional content and short videos attract attention and shape purchasing behavior more than the live streaming feature. This research model proved robust, with an R-Square value of 0.786, which means the independent variables, live streaming, promotions, and short videos, explain 78.6% of the variation in purchasing decisions. The Adjusted R-Square value of 0.780 further supports the model's strength in explaining purchasing decisions consistently, although some external factors not included in the model also influence purchasing choices. Furthermore, the research instruments used to measure each variable have demonstrated validity and reliability. Each variable shows an Average Variance Extracted (AVE) above 0.50 and Cronbach's Alpha above 0.70, which confirms that the instruments are effective and consistent for assessing the constructs in this study. The results of the study show that short videos and promotions have a significant influence on purchasing decisions. At the same time, live streaming is less desirable and can be implemented in various fields. Academically, these findings can be a reference for further research related to consumer behavior and the development of digital marketing strategies, especially on platforms such as TikTok.

This research can be a reference for students, lecturers, and other researchers studying modern marketing patterns. The test results show that promotions and short videos strongly influence purchasing decisions and can be used as material to understand effective digital marketing strategies. This provides new insights into the importance of creativity and speed of information in attracting consumers, especially in the digital era. People can understand modern consumption patterns that are more influenced by attractive promotions and short videos than by live streaming. This encourages businesses, including MSMEs, to utilize social media more strategically and efficiently to compete in an increasingly competitive market. This research contributes to the development of studies in the field of digital business, primarily related to the effectiveness of marketing media. The results of this study also encourage further in-depth research, such as exploring other factors that influence purchasing decisions or differences in the influence of marketing media on various market segments. Promotions and short videos are highly effective media for influencing purchasing decisions, while live streaming has less significant impact. This understanding is helpful for businesses, educators, and communities in developing new approaches relevant to the times' needs.

Recommendation

Based on the findings of this study, several recommendations can be made. For skincare business owners, it is important to continue enhancing digital marketing strategies, especially through live streaming, engaging promotions, and short videos that are both relevant and informative. These strategies are effective in attracting Generation Z consumers, who are known for their active presence on social media and responsiveness to visual and interactive content. Future researchers are encouraged to expand this topic by including additional variables such as brand trust, customer reviews, or user experience, to gain a deeper understanding of the factors influencing purchasing

decisions. For digital marketing practitioners, it is essential to understand the behavior and preferences of Generation Z and to utilize data analytics tools to monitor campaign effectiveness, so that strategies can be adjusted more accurately and effectively.

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