THE INFLUENCE OF TIKTOK'S USES AND GRATIFICATION DIMENSION ON PURCHASE INTENTION FOR SOMETHINC SKINCARE PRODUCTS IN INDONESIA THROUGH CUSTOMER ENGAGEMENT AS AN INTERVENING VARIABLE

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ABSTRACT

This study aims to analyze the effect of TikTok's U&G dimension on purchase intention through customer engagement as the intervening variable. The research method used was a survey with a sample of 343 respondents. The data were statistically analyzed using SEM-PLS. The results showed that information seeking and social sharing are able to influence purchase intention directly or through customer engagement, while entertainment, exposure, and affection are not able to influence purchase intention directly but can influence it through customer engagement. These findings indicate that customer engagement plays a mediating role in the relationship between U&G dimensions and purchase intentions for Soemthinc skincare products. This research provides practical implications for company strategies to consider customer engagement factors to increase purchase intentions. This study has limitations on consumers of skincare products so the results of the study cannot be generalized to other categories, and it is recommended to use other variables.

Keywords: *Uses and Gratification; Purchase Intention; Customer Engagement ; Tiktok ;*
        Somethinc

INTRODUCTION

Technological developments bring changes in human life, where at this time there is an ease for people to access information via the internet, including on social media platforms (Azizah & Artikel, 2022). This information is then useful in helping consumers determine purchase intention (Safitri & Siregar, 2024). This situation is certainly utilized by various groups including companies to carry out promotional activities for their products or services. With the changes that occur, companies must have the ability to continue to innovate according to current trends, because marketing strategies through social media currently greatly influence a person in determining purchase intention (Asnan & Yuniarinto, 2022). Social media in Indonesia offers several choices that can be used such as Facebook, Instagram, Tiktok, Twitter, Youtube, as well as messaging platforms such as Whatsapp, Line, Telegram and the like.

Tiktok is the most widely used social media, changes in consumer behavior and the selection of the use of this type of social media (https://data.goodstats.id/) can be explained using a theory, namely Uses and Gratification Theory (U&G) (Katz et al., 1973). In this study, researchers focused on the U&G dimensions of the Tiktok application which include the dimensions of information seeking, entertainment, social sharing, affection, and exposure. These dimensions were selected and taken based on the results of previous research searches, namely by Kaur et al., (2020). Other studies have also confirmed the relationship between these dimensions in the context of social media and can be used for Tiktok social media (Khairul Nuzuli & Nuzuli, 2022). These dimensions will be used to test their influence in influencing purchase intention for consumers in one of the industries that is growing every year, namely the cosmetics industry (www.pom.go.id).

This research will focus on skincare products because this product is a type of product that is widely consumed by the Indonesian people. In 2024 the largest consumption of Indonesian people is for skincare products with a value of Rp. 2.9 Trillion compared to other products such as food and beverage products in second position, health products in third position, and mother and baby products in fourth position with total transactions of Rp. 1.8 Trillion, Rp. 1.01 Trillion, and Rp. 642.9 Billion (compass.co.id, 2024). It means that skincare has a large market share in Indonesia, which can be seen from the number of transactions recorded. This observation shows the enthusiasm of consumers in terms of skincare and beauty which then encourages various skincare brands to compete and compete to expand the marketing of their products to attract the attention of their consumers, especially in market segments that actively use social media including Tiktok.

In the context of skincare brand selection, Wahidin et al. (2022) state that consumers have various preferences as a basis for considering purchase intention such as brand origin, price, recommendations and reviews from others and the level of popularity of skincare brands and so on. One of the points of the study found the fact that in terms of brand origin, consumers are more likely to choose products that come from within the country or local brands than products that come from abroad or international brands. This then motivates the selection of one of the skincare brands that is well known and widely promoted by influencers, Somethinc.

The high number of sales by Somethinc and the tendency of consumers to be more active on Tiktok. In this case, U&G theory can be used to understand consumer motivation in using Tiktok. Another factor that can mediate purchase intention is customer engagement. According to research conducted by Hasyi, et al., (2023) when consumers are actively involved with content on social media in the form of like, comment, share, save, it allows consumers to remember and recognize the brand. Having good

engagement will benefit Somethinc to determine its position in the hearts of consumers. When the form of customer engagement that occurs is positive through social sharing by consumers, it will have a positive effect and can affect purchase intention (Kim, 2020). Thus, from the U & G dimension that Tiktok users need, good information from customer engagement will be fulfilled as an intervening variable, then convincing consumers to consider purchasing intention for Somethinc products.

The purpose of this study is to examine whether the five dimensions of uses and gratification Tiktok (entertainment, exposure, information seeking, social sharing, and affection) were able to influence purchase intention positively and significantly either directly or through customer engagement as a mediation.

LITERATURE REVIEW
Purchase Intention
Purchase intention is an important construct in understanding consumer behavior where consumers will be faced with various options among many product choices from various brands and then decide to buy the product they want (Juniarty & Gunawan, 2021). According to Suyono (2012) in Nabilaturrahmah and Siregar, (2022), this term also refers to the process that consumers go through to buy products from a brand based on various reasons.

In this study, purchase intention is one of the main concepts in consumer behavior that refers to the tendency or desire of consumers to buy a product or service. This concept is considered a strong predictor of actual purchase behavior. In other words, measuring purchase intention is very relevant because this study aims to determine and investigate the effect of Uses And Gratification (U&G) Tiktok on purchase intention on Soemthinc skincare products in Indonesia with customer engagement as an intervening variable. The dimensions used to identify purchase intention are as follows (Sanita et al., 2019):
1. Transactional intention
2. Referential intention
3. Preferential intention
4. Explorative intent

Uses and Gratification
Uses And Gratification (U&G) theory is a theory proposed by Katz et al (1973) that media users have an active role in determining, selecting, and using a particular media according to. This theory describes how media users are active parties in the selection of media so that the main perspective is not how the media changes the attitudes of its users, but is about how the media can meet the needs and satisfaction desired by its users. According to Kaur et al (2020), there are five factors, dimensions, satisfaction, or gratification desired by users in choosing to use a medium. The five dimensions in question are as follows:
1. Entertainment, which is identified through 3 indicators ; entertaining, fun, and enjoyment.
2. Exposure is identified through 3 indicators ; expanding ways of thinking and lifestyles, educational opportunities, and new information.
3. Information seeking, which is identified through 3 indicators ; getting information, learning something, and knowing new news.
4. Social sharing, which is identified through 3 indicators ; sharing experiences, things of interest, and happy moments.

5. Affection, which is identified through 3 indicators ; showing full attention, feeling happy, and duration.

Customer Engagement

Customer engagement itself is an effort to create, build, and strengthen relationships with consumers (Vivek et al., 2012). Willems (2011) in Putri and Suci (2022) define customer engagement as a procedure for interacting with consumers and providing them with experiences to help them make better purchasing decisions. In the context of using social media, there are five dimensions used to measure customer engagement according to So et al., (2014) in Tarigan (2023) as follows:

1. Attention, explains the level of consumer attention to a brand
2. Enthusiasm, describes the level of consumer excitement and interest in a brand
3. Absorption, describes a condition or state where consumers feel so involved and enjoy interacting with the brand that they don't realize the time passing.
4. Interaction, which is the interaction that occurs between consumers and brands and with other consumers.
5. Identification, shows the level of consumer attachment and unity with the brand.

Research Framework

The conceptual framework of research is needed to know the flow of a study. This framework also serves as a map that provides an overall picture of the main theories and concepts relevant on the research (Sugiyono, 2007). In the figure there are several concepts that are interrelated in explaining how the use of Tiktok U&G (X) will affect purchase intention (Y) throught customer enagement (Y). The essence of this research is to find out purchase intention as follows :
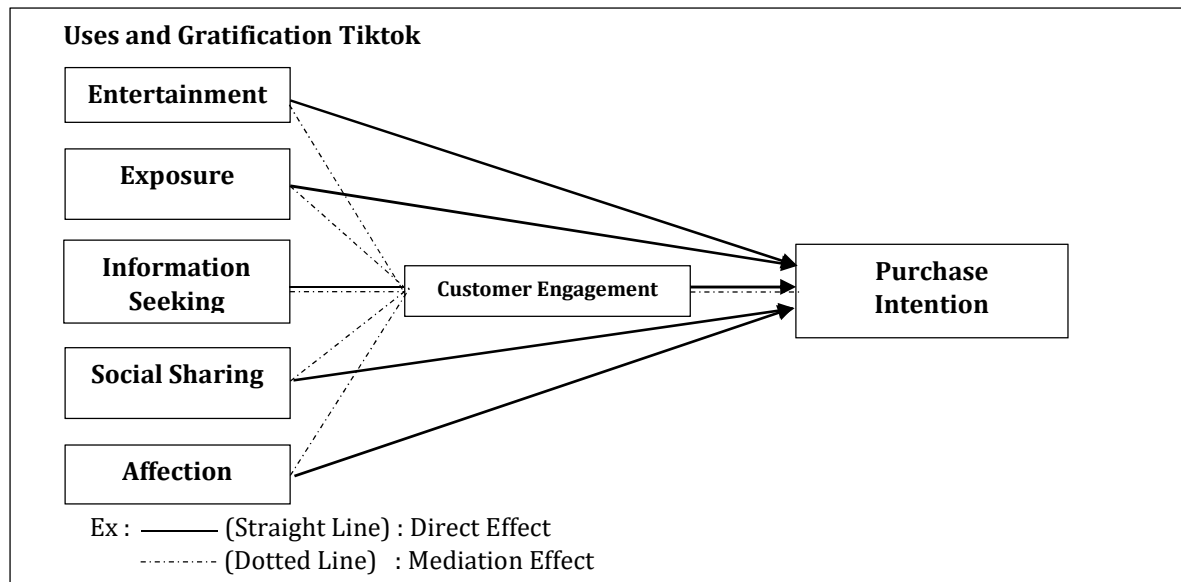
Source : Constructed by author for this research, 2022

Figure 1
Research Framework

Hypotheses

Based on the background and the research framework, the hypotheses in this study are as follows :

H1 : Entertainment has a positive and significant effect on purchase intention

H2 : Exposure has a positive and significant effect on purchase intention.

H3: Information seeking has a positive and significant effect on purchase intention

H4 : Social sharing has a positive and significant effect on purchase intention

H5 : Affection has a positive and significant effect on purchase intention

H6 : Customer Engagement has a positive and significant effect on purchase intention.

H7: Entertainment has a positive and significant effect on purchase intention through customer engagement as an intervening variable.

H8 : Exposure has a positive and significant effect on purchase intention through customer engagement as an intervening variable.

H9 : Information seeking has a positive and significant effect on purchase intention through customer engagement as an intervening variable.

H10 : Social sharing has a positive and significant effect on purchase intention through customer engagement as an intervening variable.

H11 : Affection has a positive and significant effect on purchase intention through customer engagement as an intervening variable.

METHOD

This type of research is research using a quantitative approach that aims to measure the effect of exogenous variables, entertainment, expsoure, information seeking, social sharing, and affection on endogenous variables, namely purchase intention through customer involvement as a mediating variable. The population is all Tiktok users who know Somethinc products in Indonesia. The number of samples for the study was 343 respondents selected using convenience sampling techniques which are included in non-probability sampling (Amin et al., 2023). The criteria that must be met are that respondents must be active Tiktok users who access this platform at least 3 times a day, have seen Somethinc content on Tiktok at least in the last 6 months, are skincare users, and have never made a purchase for Somethinc products.

The data used are primary data from respondents who have met the criteria, and secondary data from various scientific articles, books, and other data deemed relevant. Primary data was obtained using a survey method in the form of a questionnaire distributed online. The analysis technique used is SEM analysis with PLS, measurement model analysis (outer model) (Evi & Rachbini, 2022) with tests carried out namely convergent validity, outer loading, discriminant validity, composite reliability, and Cronbach's Alpha (Hair et al., 2022). Structural model analysis (inner model) with the test used is R-square (Hair et al., 2022). The mediation test used is path coefficient, and specific indirect effect, and hypothesis testing (Hair et al., 2022).

RESULTS AND DISCUSSION

Respondent Characteristics

The data in this study was collected by distributing questionnaires via Google Forms with a total of 342 respondents who met the criteria. Respondent characteristics are needed to clasify respondents based on type. The characteristics requires in this research are based in gender, age, occupation, income, domicile, type of skincare used, amount of

skincare type used, and experience frequency of seeing Somethinc's promotion on Tiktok as follows :

Table 1
Respondent Characteristics

Characteristics	Category	Total	(%)
Gender	Male	68	19,9 %
	Female	274	80,1 %
Age	≤ 18	7	2 %
	19 - 25 years	173	50,6 %
	26 - 32 years old	111	32,5 %
	33 - 39 years	45	13,2 %
	≥ 40 years	6	1,8 %
Jobs	Student	145	42,4 %
	PNS	15	4,4 %
	Entrepreneur	17	5,0 %
	Private employee	154	45,0 %
	More	11	3,2 %
Income	≤ Rp.1,000,000	95	27,8 %
	< Rp.1,000,000 - Rp. 2,500,000	50	14,6 %
	<Rp. 2,500,000 - Rp. 5,000,000	95	27,8 %
	> Rp. 5,000,000	102	29,8 %
Domicile	Bali	20	5,8 %
	Bangka Belitung	5	1,5 %
	Banten	18	5,3 %
	Bengkulu	3	0,9 %
	Daerah Istimewa Yogyakarta	52	15,2 %
	DKI Jakarta	49	14,3 %
	Gorontalo	2	0,6 %
	Jambi	9	2,6 %
	Jawa Barat	32	9,4 %
	Jawa Tengah	24	7 %
	Jawa timur	15	4,4 %
	Kalimantan Barat	3	0,9 %
	Kalimantan Selatan	1	0,3 %
	Kalimantan Tengah	1	0,3 %
	Kalimantan Timur	2	0,6 %
	Kepulauan Riau	6	1,8 %
	Lampung	6	1,8 %
	Nanggroe Aceh Darussalam	1	0,3
	Nusa Tenggara Barat	2	0,6
	Papua Barat	2	0,6
	Riau	14	4,1
	Sulawesi Barat	2	0,6
	Sulawesi Selatan	4	1,2
	Sulawesi Tengah	3	0,9
	Sulawesi Tenggara	1	0,3
	Sulawesi Utara	1	0,3
	Sumatera Barat	54	15,8
	Sumatera Selatan	6	1,8
	Sumatera Utara	4	1,2
Type of Skincare used	Somethinc	0	0%
	Scarlett	65	20,1 %
	Wardah	105	32,4 %
	Ms. Glow	70	21,6 %

	Avoskin	76	23,5 %
	Erha	57	17,6 %
	White Lab	81	25%
	Azarine	65	20,1%
	Emina	44	13,6 %
	Other	44	13,6%
Amount of skincare types used	1 types	178	52 %
	2 types	59	17,3 %
	≥ 3 types	106	31 %
Frequency of viewing somethinc promotions on Tiktok	1 time	14	4,1 %
	2 times	32	9,4 %
	3 times	33	9,6 %
	> 3 times	263	76,9 %

Source: Primary Data, 2025

Measurement Model (Outer Model)
Convergent Validity and Discriminant Validity
According to Abdillah & Hartono (2019), there are several criteria used as a role of thumb to assess convergent validity, namely the outer loading value must show a number greater than 0.7, meaning that the indicator or measurement item is considered valid in measuring the latent variable. Furthermore, the average variance extracted (AVE) value must be greater than 0.5, which means that the average variance extracted by latent variables is greater than the variance due to measurement error.

Table 2
Convergent Validity

Variables	Indicator	Outer Loading	AVE
Entertainment (X1)	E1	0,856	
	E2	0,862	0,736
	E3	0,857	
Exposure (X2)	EX1	0,842	
	EX2	0,874	0,736
	EX3	0,858	
Information Seeking (X3)	IS1	0,823	
	IS2	0,822	
	IS3	0,838	0,685
	IS4	0,826	
Social Sharing (X4)	SS1	0,856	
	SS2	0,883	0,748
	SS3	0,856	
Affection (X5)	AF1	0,833	
	AF2	0,813	0,678
	AF3	0,825	
Purchase Intention (Y)	NE1	0,741	
	NE2	0,753	
	NP1	0,768	
	NP2	0,789	
	NR1	0,742	0,576
	NR2	0,754	
	NR3	0,800	
	NT1	0,729	
	NT2	0,752	

Variables	Indicator	Outer Loading	AVE
	AB1	0,766	
	ATT1	0,774	
	ATT2	0,804	
	EN1	0,783	
Customer Engagement (Z)	ID1	0,808	0,602
	ID2	0,768	
	IN1	0,782	
	IN2	0,713	
	IN3	0,780	

Source: Primary data, 2025

It is concluded that all the variable values above are declared valid because the outer loading value is more than 0.70. While the AVE value is declared valid because it is more than 0.50.

Composite Reliability and Cronbach's Alpha

The reliability test used uses the Cronbach's Alpha and Composite Reability values. The test results that refer to the Cronbach's Alpha value can be said to be reliable if it is close to 0 - 1, which means that the closer to 1 it is said to be more reliable. While the Composite Reliability value above 0.7 can be said to be reliable (Hair et al., 2022).

Table3
Cronbach's Alpha & Composite Reliability Output

	Cronbach's Alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
Entertainment	0,821	0,822	0,893
Exposure	0,821	0,822	0,893
Information seeking	0,846	0,847	0,897
Social sharing	0,832	0,833	0,899
Affection	0,763	0,763	0,863
Customer Engagement	0,917	0,919	0,932
Purchase Intention	0,908	0,909	0,924

Source: Primary data, 2025

It is concluded that the Composite Reliability and Cronbach's Alpha values of all the variables above are more than 0.7 so they are declared valid.

R-Square

The size of the R-Square value ranges from 0 to 1, where the number 1 is the highest value (100%) which indicates the magnitude of the combination of exogenous variables in influencing the value of endogenous variables (Hair et al., 2022).

Table 4
R-Square Output

	R-Square	R-Square adjusted	Criteria
Purchase Intention (Y)	0,824	0,821	Strong
Customer Engagement (Z)	0,749	0,745	Strong

Source: Primary data, 2025

It is concluded that purchase intention and customer engagement can be explained by entertainment, exposure, information seeking, social sharing, and affection by 82.1% and 74.5%, so the model is considered strong.

Direct Effect and Specific Indirect-Effect

To test the hypothesis, there are two categories of testing, knowing the direct effect and indirect effect using bootstrapping at Smartpls according to Hair et al., (2022). The resulting significance value output is guided by the t statistic with the condition that it must have a value> 1.96 and the p value must have a value <0.05 to be considered significant (Hair et al., 2022).

Table 5
Hypothesis Test

	Path Coefficient	T statistic	P values	Hypothesis
Entertainment -> Purchase Intention	0.084	1.316	0.188	Rejected
Exposure -> Purchase Intention	0.061	1.154	0.248	Rejected
Information seeking -> Purchase Intention	0.131	2.090	0.037	Accepted
Social sharing -> Purchase Intention	0.133	2.749	0.006	Accepted
Affection -> Purchase Intention	0.114	1.868	0.062	Rejected
Customer Engagement -> Purchase Intention	0.474	5.423	0.000	Accepted
Entertainment -> Customer Engagement -> Purchase Intention	0.082	1.990	0.047	Accepted
Exposure -> Customer Engagement -> Purchase Intention	0.096	3.457	0.001	Accepted
Information seeking -> Customer Engagement -> Purchase Intention	0.084	2.745	0.006	Accepted
Social sharing -> Customer Engagement -> Purchase Intention	0.072	2.861	0.004	Accepted
Affection -> Customer Engagement -> Purchase Intention	0.124	3,354	0.001	Accepted

Source: Primary Data, 2025

Hypothesis Test

Based on the previous table, it is concluded there is three of eleven hypthosis was rejected that means only eight of eleven hyphotesis was accepted. The rejected hyphotesis was H1, H2, and H5, while others was accepted. It means that entertainment, exposure, and affection has a positive and insignificant effect on purchase intention, but it has a positive and significant effect if itw as mediated by customer engagement. While social sharing and information may influenced the purchase intention both for direct and mediated by customer enagegement. The details of the hypothesis as follows :

1. Entertainment has a positive and insignificant effect on purchase intention with a value of 0.084, p values of 0.188 greater than 0.05 (0.084> 0.05), and t statistic 1.316 which is smaller than t table (t count 1.316 < 1.96). So the results of this study identify

that the first hypothesis is rejected, entertainment has a positive effect on purchase intention.

2. Exposure has a positive and insignificant effect on purchase intention with a value of 0.061, p values of 0.248 greater than 0.05 (0.248> 0.05), and t statistic 1.316 which is smaller than t table (t count 1.316 < 1.96). So the results of this study identify that the second hypothesis is rejected, namely exposure has a positive effect on purchase intention.

3. Information seeking has a positive and significant effect on purchase intention with a value of 0.131, p values of 0.037 are smaller than 0.05 (0.037 < 0.05), and t statistic 2.090 which is greater than t table (t count 2.090 > 1.96). So the results of this study identify that the third hypothesis is accepted, namely information seeking has a positive effect on purchase intention.

4. Social sharing has a positive and significant effect on purchase intention with a value of 0.133, p values of 0.006 are smaller than 0.05 (0.006 < 0.05), and t statistic 2.749 which is greater than t table (t count 2.749 > 1.96). So the results of this study identify that the fourth hypothesis is accepted, namely social sharing has a positive effect on purchase intention.

5. Affection has a positive and insignificant effect on purchase intention with a value of 0.114, p values of 0.062 greater than 0.05 (0.062> 0.05), and t statistic 1.86 which is smaller than t table (t count 1.86 < 1.96). So the results of this study identify that the fifth hypothesis is rejected, namely affection has a positive effect on purchase intention.

6. Customer engagement has a positive and significant effect on purchase intention with a value of 0.474, p values of 0.000 smaller than 0.05 (0.000 < 0.05), and t statistic 5.423 which is greater than t table (t count 5.423 > 1.96). So the results of this study identify that the sixth hypothesis is accepted, namely customer engagement has a positive effect on purchase intention.

7. Entertainment has a positive and significant effect on purchase intention mediated by customer engagement with a value of 0.082, p values of 0.047 are smaller than 0.05 (0.047 <0.05), and t statistic 1.990 which is greater than t table (t count 1.990> 1.96). So the results of this study identify that the seventh hypothesis is accepted, namely entertainment has a positive effect on purchase intention mediated by customer engagement.

8. Exposure has a positive and significant effect on purchase intention mediated by customer engagement with a value of 0.096, p values of 0.001 smaller than 0.05 (0.001 <0.05), and t statistic 3.457 which is greater than t table (t count 3.457> 1.96). So the results of this study identify that the eighth hypothesis is accepted, namely exposure has a positive effect on purchase intention mediated by customer engagement.

9. Information seeking has a positive and significant effect on purchase intention mediated by customer engagement with a value of 0.084, p values of 0.006 are smaller than 0.05 (0.006 < 0.05), and t statistic 2.745 which is greater than t table (t count 2.745 > 1.96). So the results of this study identify that the ninth hypothesis is accepted, namely information seeking has a positive effect on purchase intention mediated by customer engagement.

10. Social sharing has a positive and significant effect on purchase intention mediated by customer engagement with a value of 0.072, p values of 0.004 are smaller than 0.05 (0.004 < 0.05), and t statistic 2.861 which is greater than t table (t count 2.861 > 1.96). So the results of this study identify that the tenth hypothesis is accepted, namely

social sharing has a positive effect on purchase intention mediated by customer engagement.

11. Affection has a positive and significant effect on purchase intention mediated by customer engagement with a value of 0.124, p values of 0.001 smaller than 0.05 (0.001 <0.05), and t statistic 3.354 which is greater than t table (t count 3.354> 1.96). So the results of this study identify that the eleventh hypothesis is accepted, namely affection has a positive effect on purchase intention mediated by customer engagement.

The Effect of Entertainment on Purchase Intention

Based on the results of the inner model analysis that has been carried out, the results of the t-test show that the proposed hypothesis is not accepted. This finding is interesting because of the inconsistency of results in previous studies, where several previous studies found a positive relationship between entertainment and purchase intention as found by Nuzuli (2022) and Kim (2020). Meanwhile, this study did not find a significant relationship, in other words, the results are in line with research by Kaur et al., (2020) which shows that between entertainment and purchase intention does not have a significant relationship. This difference may be due to several factors such as the lack of relevance of advertising content to consumer needs.

However, this study can provide new insights into the theory of uses and gratification in the Tiktok application by showing that the entertainment factor is not always a strong predictor of purchase intention. This can also occur because other factors are needed to moderate or mediate the relationship between entertainment and purchase intention which can help increase purchase intention such as customer engagement described by Priya and Annapoorni (2022).

Effect of Exposure on Purchase Intention

Based on the results of the inner model that has been carried out, the t-test results show that the proposed hypothesis is not accepted. So it can be said that the exposure variable is unable to influence purchase intention directly. This finding contradicts research conducted by Burton et al, (2019) and Kaur et al., (2020).

A high level of exposure has not been proven to be able to significantly encourage purchase intention. This could be due to several factors such as differences in population, and research context. In addition, the relevance of the promoted content to the needs by different consumers could also be a factor in the difference in results. The findings also indicate that marketing strategies that rely solely on exposure may not be effective. Instead, companies should focus on creating advertising content that is more relevant and appealing to consumers.

Effect of Information Seeking on Purchase Intention

Based on the results of the inner model that has been carried out, the t-test results show that the proposed hypothesis is accepted. So it can be said that the information seeking variable can directly influence purchase intention. This finding is supported by research conducted by Sri and Meranga (2022) who also obtained the results that information seeking has a positive and significant effect on purchase intention.

The knowledge obtained by consumers in the form of reviews, how to use products, the latest information about Somethinc, or specific things that users are looking for through Tiktok can then encourage purchase intention. The higher the number of

consumers who do information seeking and find the answers they need about the product, the higher the purchase intention that these consumers have.

The Effect of Social Sharing on Purchase Intention
Based on the results of the inner model analysis that has been carried out, the t-test results show that the proposed hypothesis is accepted. So it can be said that social sharing variables are able to influence purchase intention directly. The results obtained are in line with research conducted by Wang and Oh (2023) and Sri and Meranga, (2022) which also found a positive and significant relationship between social sharing and purchase intention. Consumers who do social sharing or share information or something they know about Somethinc socially with others show interest and purchase intention by consumers. The more social sharing that is done, the higher the purchase intention that consumers have.

The Effect of Affection on Purchase Intention
Based on the results of the inner model analysis that has been carried out, the t-test results show that the proposed hypothesis is not accepted. So it can be concluded that affection is unable to influence purchase intention directly. The results of this finding produce results that contradict previous research, namely research conducted by Wirya and Tantri, (2022) where the findings actually state that affection is able to influence purchase intention. This difference may occur because in previous studies where affection was integrated as one of the dimensions of attitude towards brand, so affection proved to be able to have a more significant impact on purchase intention. In addition, factors such as differences in population, and the analysis method used may also produce different results. Even so, this difference in findings can provide new insights into the theory of uses and gratification in the Tiktok application, by showing that the affection factor is unable to influence purchase intention.

Effect of Customer Engagement on Purchase Intention
Based on the results of the inner model analysis that has been carried out, the t-test results show that the proposed hypothesis is accepted. So it can be said that the customer engagement variable is able to influence purchase intention. This finding is in line with research conducted by Priya and Annapoorni (2022) and Rahmat et al., (2023), which also found that there is indeed a significant relationship between customer engagement and purchase intention. Interactions between consumers that occur in content about Somethinc Tiktok are able to influence consumer buying desires. This is due to the influence of the large number of likes, comments and shares obtained from other consumers which can create a separate perception for these consumers. This form of interaction can also increase purchase intention in accordance with the direction of the interaction. In other words, the higher the positive customer engagement, the higher the purchase intention that grows from consumers.

The influence of Entertainment on Purchase Intention through Customer Engagement as a mediating variable
Based on the results of the inner model analysis that has been carried out, the t-test results show that the proposed hypothesis is accepted. So it can be said that the entertainment variable is able to increase purchase intention through customer engagement. This is supported by research conducted by Priya and Annapoorni, (2022) which also found that entertainment has a significant influence on purchase intention,

through customer engagement. The feeling of being entertained by consumers of content about Somethinc does not always have an influence on their purchase intention. However, the feeling of pleasure, entertainment and interest by consumers in the content about Smethinc coupled with a high level of customer engagement is proven to be enough to influence purchase intention. So it can be concluded that the more interesting a content is which is also followed by high interaction on the content will be able to influence consumer purchase intention. Previous research also proves that customer engagement can mediate the relationship between entertainment and purchase intention.

The effect of Exposure on Purchase Intention through Customer Engagement as a mediating variable

Based on the results of the inner model analysis that has been carried out, the t-test results show that the proposed hypothesis is accepted. So it can be said that the exposure variable is able to influence purchase intention through customer engagement. The results of this study prove that exposure is able to influence purchase intention through customer engagement, in other words indirectly Priya and Annapoorni, (2022). Exposure in this study is proven to be unable to influence purchase intention directly, but can influence it through customer engagement. This means that the higher the exposure of the content displayed on Tiktok, followed by good interaction or customer engagement, the higher the purchase intention by consumers.

The effect of Information Seeking on Purchase Intention through Customer Engagement as a mediating variable

Based on the results of the inner model analysis that has been carried out, the t-test results show that the proposed hypothesis is accepted. So it can be said that information seeking is able to influence purchase intention through customer enagegemnt. Priya and Annapoorni (2022) in their research also found a similar thing, namely that there is a positive and significant influence between information seeking on purchase intention with customer engagement as a mediating variable. Good customer engagement on informative content has a positive pattern so that it will make it easier for consumers during the information seeking process and have increased trust in the products displayed and end up increasing purchase intention as well. Other researchers have also found a similar significant relationship, such as in research conducted by Sri and Meranga (2022). The higher the curiosity and information seeking actions by consumers followed by a good and positive level of customer engagement, the higher the purchase intention by these consumers.

The effect of Social Sharing on Purchase Intention through Customer Engagement as a mediating variable

Based on the results of the inner model analysis that has been carried out, the t-test results show that the proposed hypothesis is accepted. So it can be said that social sharing is able to influence purchase intention through customer engagement as a mediating variable. The results of this study are in line with research conducted in the scope of online shopping conducted by Priya and Annapoorni (2022), which also found a positive and significant relationship between social sharing and purchase intention through customer engagement. This means that the higher the information sharing activities carried out by consumers followed by a high level of interaction can encourage the desire to buy by consumers of the products displayed.

The effect of Affection on Purchase Intention through Customer Engagement as a mediating variable

Based on the results of the inner model analysis that has been carried out, the t-test results show that the proposed hypothesis is accepted. So it can be said that the affection variable is able to influence purchase intention through customer engagement as the mediating variable.

Research by Wirya and Tantri, (2022) found similar results, namely a significant relationship between affection and purchase intention. Meanwhile, Priya and Annapoorni (2022) found that customer engagement is able to mediate variables from other U&G dimensions, so it can be concluded that affection can affect purchase intention through customer engagement. The higher the feeling of affection by Somethinc consumers on Tiktok followed by a high level of customer engagement can increase their consumer purchase intention.

CONCLUSION AND SUGGESTION

Based on the results and discussion conducted to determine purchase intention on Somethinc skincare products in Indonesia, it can be concluded that social sharing and information seeking factors are able to influence purchase intention positively and significantly, while entertainment, exposure, and affection factors have a positive but insignificant impact on purchase intention. However these five factors may influence purchase intention with positive and significant impact when mediated by customer engagement, so we can conclude that customer engagement has a considerable role in increasing purchase intention on this study. The factors that most influence the level of engagement in this study are affection and exposure, so these two factors need to be improved to increase customer engagement so that it has and impact on increasing purchase intentions as well.

The policy makers of Somethinc need to pay attention to improving customer engagement because this aspect has proven to influence pruchase intention greatly. They can do it by keep making an inovations based on customer's feedback, improving type of video that has an intercatove appeal, improving the persuasive word on video, and improving the type of quality and excellent information video about Somethinc's products. As well as improving social sharing aspect by incentivizing customers who share positive recommendation, improving the quality of information on video, and information seeking aspect by optimalizing the finding feature keywords, increasing the most searched type of information, and increasing amount of review and tutorial type of video.

This research contributes to the existing literature by providing new insights into the theory of uses and gratification, and purchase intention. This study also emphasizes the importance of marketing strategies to increase purchase intentions for skincare products. The limitation lies in the skincare category consumers and may not be generalizable to other categories. Future researchers are advised to widening the scope to include various product categories to validate the generalizability of these findings.

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