

The Influence of Shopping Lifestyle and Promotion of Nivea Skincare Products On Consumer Buying Interest Through Tiktok Shop

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ABSTRACT

This study aims to investigate the influence of shopping lifestyle and also the promotion of Nivea skincare products on consumer buying interest through TikTok Shop media. Through a quantitative approach, data was collected from the number of respondents obtained were 100 with the balance of people in Cirebon Regency who were aged 18-40 years that at that age they could make a very wise decision and also for people in Cirebon Regency who were wearing Nivea products or were wearing Nivea products. Respondents' answers to a question set out on questionnaires that have been distributed to consumers who want Nivea products, measured by the Likert Scale . respondents who are active TikTok users and also have an interest in skincare products. Various dimensions of product promotion, including visibility, interactivity, content relevance, influencer engagement, as well as brand credibility, were measured as independent variables. Consumer buying interest was measured as the dependent variable in this study. The results of the study prove that visibility, interactivity, and also the involvement of influencers have a positive and significant influence on consumer buying interest. However, the relevance of the content as well as brand credibility does not have a significant influence on consumer buying interest. In addition, this study also found that moderate lifestyle shopping effects of product promotion on consumer buying interest, proving that consumers' shopping lifestyles affect the extent to which product promotion affects their buying interest. Thus, this study fills the existing literature gap by investigating the influence of shopping lifestyle and product promotion on consumer buying interest specifically through TikTok Shop media. The findings provide valuable insights for marketers in developing effective promotional strategies on social media platforms, particularly for brands in the skincare industry.

Keywords : shopping lifestyle, promotion, buying interest, Cirebon district, Nivea

INTRODUCTION

Since ancient times, skin care practices have been an important part of various cultures, especially in civilizations such as ancient Egypt, Greece, and Rome. In ancient Egypt, skincare practices were known to use natural oils as a way to treat and also protect the skin from the adverse effects of sunlight. Oils such as olive oil as well as essential oils are often used for this purpose. Meanwhile, in Greece and ancient Rome, natural herbs such as honey, milk, and also various herbal ingredients were widely used to treat the skin safely.

The development of civilization as well as human knowledge brought great changes in the skin care industry in the 20th century. Technology and also rapidly developing science have had a significant influence on various skincare products. Skincare, which is a routine product in skin care, has a dual purpose, is to protect and also

improve skin health (Dwitari & Kusdiby, 2019). Various products such as soaps, face creams, lotions, and serums have been designed to cleanse and also treat the skin more effectively.

Along with technological advances and also a deeper understanding of skin needs, the skincare industry is increasingly known among the public. Skincare products not only focus on basic care, but have also evolved into more specialized solutions, such as anti-aging products, sun protection, as well as skincare products specifically designed for an increasingly diverse range of skin types. Thus, skin care practices have become an important part of modern lifestyles, where awareness of the importance of regular skin care is increasing among the people.

When the skincare industry began to emerge in Indonesia, the country became one of the significant and rapidly growing cosmetic markets. The large cosmetics market in Indonesia makes the skincare business more promising, providing opportunities for local entrepreneurs to develop their products domestically. Data reported by Euromonitor International in 2020 proves that the beauty market in Indonesia is the largest and also the fastest growing in Asia. In 2017, the value of the beauty market in Indonesia reached IDR 355.4 trillion.

The growth of the skincare market in Indonesia in 2022 has increased significantly, driven by various factors, especially changes in market trends that affect various aspects. Analysis from Constantin Kaemong and his colleagues in 2023 proves that the skincare market has undergone significant changes in recent years. These changes include shifts in consumption patterns, changes in consumer preferences, and also technological advances in this industry.

Increased awareness of the importance of skincare as well as the need for effective skincare products has driven the growth of the skincare market in Indonesia. In addition, innovation in product formulation, smart marketing, and also improving the quality of local products also support the growth of the skincare industry in the country. With a large market potential and also continues to grow, the skincare industry in Indonesia is one of the promising sectors for local and international business people. With the development of increasingly advanced technology, the skincare business in Cirebon Regency, West Java Province, has become one of the rapidly growing sectors.

According to (Astuti, R. P., Kartono, & Rahmadi et al., 2019) explained that Cirebon Regency is located very strategically because the area is on the North coast of Java (PANTURA). It is directly adjacent to the province of Central Java. Where the route is very densely traversed by vehicles from West Java to go to Central Java and East Java, making it easier to travel when there are activities outside the area. Cirebon Regency has a very significant economic sector. Because it is located in a strategic area and causes this region to become one of the alternative places for destinations and tourism. Cirebon Regency has a large population, with a population of 2,315,417 people, of which around 1,141,546 people are women of productive age (Central Statistics Agency, 2022). This significant growth in the female population creates a huge market potential for skincare products in the region.

Communication in Cirebon Regency is also experiencing rapid development, especially with the existence of various new media as a tool to advance technology. This progress makes it easier for people to get information and also carry out communication activities. One of the new communication media is the internet, which serves as a means to disseminate information quickly and efficiently. The internet also has great potential

as a marketing tool, where marketers can use it to carry out marketing activities as well as electronic marketing.

The use of the internet in skincare marketing strategies in Cirebon Regency is becoming increasingly important. For example, the internet allows skincare businesses to reach a wider target market and also effectively. By using various online platforms such as social media, websites, and mobile applications, skincare companies can increase the visibility of their products, interact with potential consumers, and optimize overall marketing strategies.

In addition, internet technology also allows skincare businesses to track and also analyze consumer data more accurately. By understanding consumer preferences and behavior through data obtained from online activities, skincare companies can develop products that are more in line with market needs and also improve the effectiveness of their marketing strategies.

Thus, the integration of internet technology in skincare marketing strategies in Cirebon Regency not only provides easy access to information and communication, but also opens up new opportunities for growth and also the success of the skincare business in the region.

In business competition, every company must pay attention to several important aspects in order to succeed, including product quality, offers that suit the needs and desires of consumers, and effective marketing strategies. Product promotion is one of the key elements in an effort to introduce products to potential consumers. Currently, business actors tend to be interested in using social media as one of the main platforms in promoting (Sugiarti, Amanah, & Yulianti, 2022). This is due to the prevalence of internet use in Indonesia, where the majority of people access the internet for various purposes, including trading activities.

Marketing strategies that use social media have the potential to increase sales significantly. Through social media, companies can reach consumers widely without having to meet face to face. Consumers can easily find information about the products they want and also interact directly with companies through these social media platforms.

According to (Rahmadi & Maulana, 2023) Completing the amount of advertising that uses social media by making one of the effective and efficient strategies in order to cut a budget in publishing a product to be marketed. In using social media what else to be used by entrepreneurs who are able to reach customers widely, making it easier for entrepreneurs to increase sales which will certainly be a successful business in the future. With the existence of social media which is very helpful for entrepreneurs to run a business so that it is easily in demand by the outside community.

Social media is considered a very effective tool in conveying information to the public (Indika & Jovita, 2017). Many people use social media in various daily activities, ranging from entertainment, business, information search, and so on (Farida & Anggraeni, 2022). Thus, the utilization of social media in marketing strategies not only allows companies to reach the target market more efficiently, but also allows for more personalized interactions between companies as well as consumers.

By taking advantage of the popularity of social media and also the tendency of people to use the platform, skincare companies in Cirebon Regency and other regions can take advantage of this opportunity to increase the visibility of their products, increase engagement with consumers, and create stronger relationships with their markets. Thus, the integration of social media in marketing strategies is the key to the success of the skincare business in this digital era.

The utilization of social media as a promotional tool has proven to be very effective in increasing profits for many business people. This phenomenon has become a very popular trend in the digital age, where many companies are utilizing various social media platforms to expand their market reach as well as increase interaction with consumers. In this case, the TikTok application has become one of the platforms that are in great demand by the people of Indonesia.

TikTok is a social media application that offers a short-form music video format, and provides the feature to buy products directly within the application. The app has become one of the best-selling apps year after year, with over 109.9 million downloads on iOS as well as Android devices in 2023. TikTok's success as a highly in-demand social media platform proves its great potential to promote products and also increase sales for businesses, including in the skincare industry.

Through TikTok, skincare companies can create creative content that attracts the attention of users and also conveys promotional messages in a fun and interesting way. By utilizing creative features such as visual effects, music, and challenges, companies can create viral content and also gain wide exposure among TikTok users.

In addition, TikTok's in-app purchase feature also provides an opportunity for skincare companies to sell products directly to users without having to leave the platform. This can increase the ease for consumers to purchase products, thereby increasing sales conversions.

Thus, the utilization of TikTok as one of the effective promotional tools offers great potential for skincare companies to increase their brand visibility, reach a wider audience, and also increase sales. In an era where consumer attention is increasingly focused on social media as well as digital content, the integration of TikTok in marketing strategies is a very relevant strategy and also has the potential to provide positive results for the skincare business.

With the development of the TikTok App, this platform has become the main destination for users to watch various short-form videos and also enjoy other creative content. In 2021, TikTok introduced a new game-changing feature, TikTok Shop, an in-app store that allows users to make purchases online (Agustin & Amron, 2022). This feature provides a more seamless and integrated shopping experience, making it easier for users to find and also buy products directly from the TikTok application.

The advancement of the TikTok application not only creates a new feature, but also creates new opportunities for skincare business people. With the TikTok Shop, users can buy and sell skincare products without having to leave the application. Many skincare brands have responded quickly to this feature and also present their products on TikTok Shop. Although competing with brands that are widely known by consumers, many skincare brands have emerged and have also succeeded in attracting consumers through attractive offers.

Not only offering products at competitive prices, TikTok Shop also offers various discount vouchers and free shipping to attract consumers. This is an additional attraction for consumers to make purchases through TikTok Shop, making the shopping experience more interesting and also profitable.

With the TikTok Shop, people not only see TikTok as a platform for entertainment and creative content, but also as a place to shop and also adopt a new lifestyle, which can be referred to as "Shopping Lifestyle". This reflects a major transformation in the way people interact with social media as well as how businesses are leveraging the platform to connect with their consumers directly. Thus, TikTok Shop not only expands the

functionality of the TikTok application, but also opens up new opportunities for skincare businesses and also the public in creating a more interactive and fun shopping experience.

Society's view of skin care has grown to become a very important need, especially for women aged 18-40 years. They realize the importance of taking care of themselves through beauty treatments and also health to be able to look attractive. This phenomenon reflects the Shopping Lifestyle trend, where a person's lifestyle is reflected in habits and preferences in buying certain products (Zayusman & Septrizola, 2019). One product that is in great demand by consumers, especially women, is skincare products.

The use of skincare in accordance with the type and condition of the skin provides various significant benefits, such as protecting the skin from environmental damage, repairing and also restoring skin condition, and increasing self-confidence. Therefore, many people are interested in trying various skincare products available in cosmetic stores, both made from natural and artificial ingredients, and also they also follow trends and promotions on social media, especially TikTok Shop.

Shopping Lifestyle in the context of skincare proves that skincare products are not only seen as a tool to care for the skin, but also as an expression of one's identity (Generation and also Millennials In Jakarta, Mona Liska & Nur Utami, 2023). With Shopping Lifestyle, consumers not only consider price and product quality as the main factors in choosing, but also see promotional strategies used in selling skincare products.

This proves that effective and attractive promotional strategies are also an important factor in influencing consumer purchasing decisions. Skincare companies that are able to follow trends and also make good use of social media, such as TikTok Shop, have a great opportunity to attract the attention of consumers and also increase their sales. Thus, Shopping Lifestyle not only reflects the lifestyle of consumers, but also influences how skincare companies promote their products as well as interact with the market.

This research focuses on NIVEA products, which originate from Germany and have also penetrated markets around the world, including in Indonesia, including in Cirebon Regency. NIVEA has succeeded in making its products the top choice in beauty care, at affordable prices for all walks of life, including school children. Various NIVEA products, such as deodorants, soaps, shower gels, body creams, serums as well as oils, hand and body lotions, and body milks, have successfully marketed their products well, generating a large turnover. Table 1 below contains data on skincare brands that have Top Brand Award quality:

Table: 1 Skincare Brands that have Top Brand Quality Award on sun care

No	Merk
1	Nivea
2	Vaseline
3	Oriflame
4	Wardah
5	Kolam

Source : Top Brand Award in 2023, (https://www.topbrand-award.com/top-brand-index/?tbi_year=2023&type=brand&tbi_find=Nivea)

It can be seen from the Top Brand Award data in 2023, which is data from the Top Brand Award as one of the most used skincare in 2023. NIVEA has taken the top spot in the categories of sun care, sunscreen cream, hand and body lotion, and women's deodorant. NIVEA ranked number 1 in the sun care category with an index of 27.80%, and the sunscreen cream category with an index of 19.00%. In addition, NIVEA is also in the number 2 position in the hand and body lotion category with an index of 26.80%,

and in the number 3 position in the women's deodorant category with an index of 8.30%. NIVEA products also managed to record achievements by occupying the number 5 position in the category of facial cleansing soap and also face whitening cream with a significant index.

NIVEA's success in winning various categories in the Top Brand Award proves that NIVEA products have high popularity among consumers, including in Cirebon Regency. This proves that NIVEA's marketing strategy and product quality have been well received by the market, which has led to the company's success in gaining a large market share and also cementing its position as one of the leaders in the beauty care industry.

NIVEA has adopted an innovative marketing strategy by utilizing the TikTok App as one of the tools to promote its products to the public. Through the content developed on TikTok, NIVEA has succeeded in increasing public awareness about its products and also attracting consumers to try the products offered.

According to (Dewi, Setyohadi, Tjitrosuwarto, & Prasetyono, 2023), promotion is one of the variables in the marketing mix that is very important in marketing products. Promotion is an effective way to introduce and also offer products to consumers, with the main aim of increasing sales and revenue. By adopting an effective promotional strategy, NIVEA managed to create great interest among the public to buy their skincare products.

The use of TikTok App as a promotional platform provides its own advantages for NIVEA. TikTok is a very popular platform among the public, especially among the younger generation. Through TikTok, NIVEA can create creative and attention-grabbing content, thus successfully reaching a wider audience. Thus, promotion through TikTok not only helps NIVEA to increase brand awareness, but also expand their market share.

With effective promotion, public interest in NIVEA skincare products is increasing. This proves that the right promotion can be the key to success in marketing products, especially in the competitive skincare industry. By continuing to develop innovative and effective promotional strategies, NIVEA can maintain its position as one of the market leaders in the beauty care industry.

According to (Kotler & Keller, 2016), buying interest is a phenomenon that occurs when someone sees a product and also feels interested in using it, so that the desire to buy the product arises. According to (Widjanarko, Saputra, & Hadita, 2023), buying interest is the company's ability to create goods and services that obtain better consumer demand, increase customer satisfaction, and also build strong loyalty by carefully analyzing the factors that influence purchase interest.

In Cirebon Regency, many teenagers and adults also use skincare products. This is due to various factors, including affordable product prices for students and the benefits of products in protecting the skin from the adverse effects of sunlight, especially for those who often do outdoor activities (Nurimani, 2022). This phenomenon reflects the high buying interest in the community towards skincare products.

Thus, the right marketing strategy can strengthen consumer buying interest in skincare products. By considering consumer preferences and needs, as well as offering products at affordable prices as well as relevant benefits, skincare companies like NIVEA can build strong relationships with their markets in Cirebon Regency. Through effective promotion and quality service, companies can increase consumer buying interest, obtain customer satisfaction, and also strengthen brand loyalty.

The phenomenon related to the Influence of Shopping Lifestyle and also the Promotion of NIVEA Skincare Products through TikTok Shop has created a shift in

consumer behavior that increasingly relies on social media as a shopping platform, especially TikTok Shop. This reflects a trend where consumers are increasingly using social media as a means to shop, and TikTok is also one of the main platforms to buy products, including skincare products such as skincare.

The use of TikTok as a shopping platform has grown into a significant phenomenon. This platform is not only used for entertainment or creative content, but also a place where consumers can find and also buy products directly. In this context, the promotion of NIVEA skincare products through TikTok Shop taps into consumers' interests and also influences their purchasing decisions.

Through TikTok Shop, NIVEA can create creative content that attracts consumers' attention and also introduces their products effectively. By following consumer trends and lifestyles, NIVEA can reach a wider audience and influence their perception of the brand and products. Thus, promotion through TikTok Shop not only increases brand awareness, but also influences consumers' purchasing decisions.

In a study conducted by (Koli & Galih, 2023), this phenomenon was identified as a significant shift in consumer behavior, where social media, specifically TikTok, has become an important space for consumer interaction with brands as well as products. Therefore, marketing strategies that utilize TikTok Shop as a promotional platform are becoming more relevant and effective in reaching the target market and also increasing sales of NIVEA skincare products.

The popularity of Shopping Lifestyle among Millennials and Z also proves the adoption of a lifestyle that is very oriented towards shopping and also self-expression through the products they buy. This generation tends to look for brands that reflect their values as well as their identity, creating a great opportunity for brands to reach and influence consumers through platforms like TikTok.

In the context of promoting NIVEA skincare products on the TikTok Shop platform, this can be an effective strategy to attract millennials and Z. By understanding the lifestyle and preferences of these consumers, NIVEA can package its product promotions accordingly, making them more relevant and also attractive to their target market.

However, behind this phenomenon, there are several challenges that need attention, especially in the skin care industry which has a high level of competition. With so many brands and products available on the market, brands, including NIVEA, face difficulties to attract attention and consumer buying interest (Fauziah & Mubarok, 2019).

Therefore, NIVEA as well as other brands need to adopt smart and innovative marketing strategies to differentiate themselves from competitors. By leveraging platforms like TikTok Shop and also deeply understanding the consumer behavior of millennials and Z, brands can strengthen their position in the market and also increase their competitiveness in the face of fierce competition in the skincare industry.

The challenge of transforming interest into actual purchases is significant for skincare brands like NIVEA, especially when promotions are done through TikTok Shop. Although consumers have shown a high interest in NIVEA products being promoted, turning this interest into tangible purchases is a complex step. This is influenced by a number of factors, including the effectiveness of the promotions carried out, the quality of the products offered, and the individual preferences of the consumers themselves.

In addition, the impact of excessive Shopping Lifestyle also needs to be considered. This phenomenon can have a negative impact on financial as well as consumers' mental well-being, especially among the younger generation who are

vulnerable to social pressure and also the influence of social media. Excessive consumptive habits can cause financial problems, such as accumulated debt, and increase stress levels and anxiety related to self-image and ownership. This raises questions about the sustainability of this consumptive behavior as well as the responsibility of brands related to the promotion of their products.

In the face of these challenges, brands like NIVEA need to consider a responsible approach to the promotion of their products. In addition to paying attention to the effectiveness of promotions and product quality, they also need to pay attention to the impact of excessive consumptive habits on consumer welfare. By understanding and accommodating consumer needs and values, brands can build more sustainable relationships with their customers and contribute to the sustainability of overall consumer well-being.

Consumer dependence on online reviews and testimonials has become a significant phenomenon in the world of digital commerce, including on platforms like TikTok. Consumers often rely on online reviews and testimonials in their purchase decision-making process. However, the veracity and objectivity of this information is often questioned, due to the potential for bias or ulterior motives behind such reviews. This can affect consumer buying interest inaccurately, because the information received does not always reflect reality or objective experience.

Therefore, in-depth research on the influence of Shopping Lifestyle, product promotion, and also the dynamics of social media is very important. By understanding the relationship between these factors, companies can identify effective marketing strategies as well as better understand how to positively influence consumer behavior. This kind of research can help companies to be more effective in structuring product promotions, choosing the right social media platforms to advertise, as well as managing brand reputation online.

Thus, in-depth research as suggested by (Wahyuni & Setyawati, 2020) can provide valuable insights for companies in facing challenges and opportunities related to consumer dependence on online reviews and testimonials. With a better understanding of consumer behavior as well as the factors that influence it, companies can improve their marketing strategies as well as build stronger relationships with their customers in the ever-evolving digital age.

Previous research has often explored the relationship between product promotion and purchase interest, but rarely considered the influence of "Shopping Lifestyle" in that context. Although "Shopping Lifestyle" is considered to have a significant influence on consumer behavior, its relationship with product promotion as well as buying interest is not fully understood. Therefore, there is a need to further explore how "Shopping Lifestyle" affects the effectiveness of product promotion in increasing consumer buying interest.

Although previous studies have investigated the influence of lifestyle shopping and product promotion on consumer buying interest, there are still research gaps that need to be filled, especially in the context of specific social media. Most studies tend to focus on the influence of product promotion through social media in general, without considering specific platforms like TikTok Shop.

Along with the increasing popularity of TikTok Shop as an online shopping platform, more in-depth research is needed to understand how the promotion of Nivea skincare products on this platform affects consumer buying interest. By understanding in more detail how "Shopping Lifestyle" affects consumer interaction with product

promotions on TikTok Shop, companies can optimize their marketing strategies and also achieve more effective results in increasing consumer buying interest. Thus, further research in this context will provide deeper insights into the factors influencing consumer buying interest in the ever-evolving digital era, particularly in the context of promoting skincare products on social media platforms such as TikTok Shop.

The main difference between previous research and this research lies in the approach used in identifying and analyzing factors that influence consumer buying interest in the context of promoting Nivea skincare products on TikTok Shop. Previous studies have tended to use a more limited sample of respondents, especially in the age group of 19 to 23 years. Meanwhile, this study expands the age range of consumers who are sampled, covering the age range of 18 to 40 years. It aims to gain a more holistic understanding of how different age groups react to the promotion of skincare products on the TikTok Shop platform.

In addition, previous studies often used purposive sampling techniques, which means respondents were selected based on certain characteristics desired by the researcher. On the other hand, this study used incidental sampling techniques, where respondents were selected by chance according to their availability when the study was conducted. This approach allows researchers to gain a broader as well as a diverse perspective from different consumers. Previous research and current research are in previous research explaining how the development of the TikTok application on social media with before the creation of new features, namely shop or store. With this new feature, this Tiktok Shop is buying and selling products that are sought after and can also be made silent purchases on the spot. This latest research explains how there are so many improvements made by Tiktok Shop to make sales on products offered to consumers are increasing so that they can promote through short-duration videos.

The interaction between shopping lifestyle and product promotion is also the focus of this study. Although millennials and Z are known to have different shopping lifestyles from previous generations, few studies have specifically examined how this shopping lifestyle interacts with the promotion of skincare products, especially Nivea, in influencing consumer buying interest. Therefore, this study aims to fill this knowledge gap by specifically investigating how lifestyle shopping and also the promotion of Nivea skincare products interact and also influence consumer buying interest through TikTok Shop media.

Thus, this study aims to make new contributions in marketing literature by providing a deeper understanding of the factors influencing consumer buying interest in the context of skincare product promotion in the ever-evolving digital era, particularly through social media platforms such as TikTok Shop.

RESEARCH METHOD

In conducting research, researchers usually choose locations that are relevant to their research topic. In this case, researchers chose Cirebon Regency as the location of the study because they wanted to find out how much influence lifestyle shopping has on the interest in buying skincare products through the TikTok Shop platform in the region.

The research method used is a survey method with a quantitative approach. This is done to systematically collect data from respondents representing the study population. Researchers chose this method because it fits the purpose of the study to explore the relationship between independent variables (shopping lifestyle) and also dependent variables (interest in buying skincare products through TikTok Shop).

To manage the collected data, researchers use statistical analysis software such as SPSS 25. The use of this software allows researchers to analyze data more efficiently as well as get more accurate results.

The population in this study is all female individuals aged 18-40 years in Cirebon Regency who have purchased skincare products through TikTok Shop. In this study, researchers will select a sample from the population to be used as respondents in the survey. Thus, the results of the study can be generalized to the wider population.

The sampling technique used in this study is incidental sampling. This technique takes samples based on chance, where individuals who are sampled are chosen accidentally due to chance or their availability when the study is conducted. In the context of this study, the sample was selected from individuals who coincidentally met the researcher and also met the inclusion criteria, namely women aged 18-40 years in Cirebon Regency who had purchased skincare products through TikTok Shop.

The selected sample has the same characteristics as the population, so the results of the sample can be used to make generalizations about the wider population. However, it should be noted that because this technique does not follow a random procedure, the results may not be fully representative of the population as a whole.

This non-probability sampling technique is often used in studies where populations are not easily accessible or where time and resource constraints limit the ability of researchers to conduct random sampling. However, the use of this technique should be considered carefully, and also the results should be interpreted taking into account the limitations associated with the sampling technique used.

In this study using the Slovin formula as the basis for determining the number of samples in this study, namely:

$$n = \frac{N}{1 + Ne^2}$$

information:

n = Number of samples

N = Total Population

e = Critical value (a research limit with errors drawn) of the sample of 10%.

Based on the data and also formulated the slovin, in the calculation of the sample in this, are:

$$n = \frac{2,315,417}{1 + 2,315,417 (0.1)^2} = 99.9 \text{ or } 100$$

Using the Slovin formula, the number of samples selected for this study was 100 respondents. This study chose that many respondents considering that people in Cirebon Regency aged 18-40 years are considered to have the ability to make wise decisions, including in terms of purchasing skincare products such as Nivea.

Respondents were selected from among the community in Cirebon Regency who used or had used Nivea products, in accordance with the purpose of the study. They are expected to provide answers to the questions asked in the questionnaires distributed. Measurement of consumer buying interest is done using the Likert Scale, which allows respondents to prove the level of agreement or disagreement with the statements submitted.

The dependent variable in this study is the buying interest of consumers towards Nivea products. To be considered to have a buying interest, a respondent must have made at least one purchase of Nivea products. Thus, this study aims to explore the factors that influence consumer buying interest in Nivea products, as well as their relationship with shopping lifestyle and product promotion, by using TikTok Shop as a specific sales platform.

In the preparation of research instruments, questionnaires are developed by paying attention to each variable to be studied. To measure shopping lifestyle variables, indicators such as activities, interests, and opinions are used. Product promotion variables are measured through advertising indicators, sales promotion, and also public relations. Meanwhile, the variable of buying interest is measured through indicators of transactional interest, refractory interest, preferential interest, and also exploratory interest.

The questionnaire is prepared in the form of a Google Form to make it easier in the distribution process and also data collection. Respondents were asked to give their answers to each statement using the Likert scale consisting of five choices, namely strongly agree, agree, neutral, disagree, and also strongly disagree. This method allows respondents to express their level of agreement or disagreement with each statement submitted in the questionnaire.

By using a structured and systematic questionnaire, it is expected to obtain accurate and reliable data to answer research questions and achieve predetermined research objectives.

RESULT AND DISCUSSION

Description of Research Data

The primary data used in this study was obtained through questionnaires distributed to respondents in Cirebon Regency. Respondents who were the target of the study included students, students, workers, and also housewives. After the questionnaire was collected through Google Form, the data was then processed using SPSS 25 data analysis software.

Before conducting data analysis, a division of respondents' characteristics based on age and status was carried out. By age, there were 69 respondents (69%) aged between 18 and 25 years, 14 respondents (14%) aged between 26 and 29 years, and also 17 respondents (17%) aged between 30 and 40 years.

Furthermore, the characteristics of respondents were grouped based on status, namely students, students, workers, and also housewives. From the results of the status grouping, it was found that the number of student respondents was 9 (9%), students were 50 (50%), workers were 23 (23%), and also housewives were 18 (18%) respondents.

This analysis of respondents' characteristics provides an initial picture of their demographic profile, which can be the basis for understanding patterns as well as trends in future research results.

The results of data management proved that the majority of respondents were aged between 18 to 25 years, with a total of 69 respondents or 69% of the total sample. This indicates that Nivea products have a strong market share among young people to early adulthood. Selecting the right sample with a focus on this age group is an effective strategy to understand consumer preferences in relation to skincare products.

Judging from the background of respondents, the majority consisted of students, students, and workers, with a total of 83 people. This proves that Nivea products are quite liked by various groups, including those who are undergoing study and work activities. Thus, Nivea products have a wide appeal among various segments of society, from those who are still in educational environments to those who are already working.

Validity Test

With $df = 100 - 2 = 98$, and also a significance level of 0.05, the r value of the table is 0.197. This means that to test validity, the calculated r value (correlation coefficient between the variables in the study) must be greater than 0.197 for the data to be considered

valid. If the calculated r value is greater than the r value of the table, then the relationship between those variables is considered statistically significant. Conversely, if the calculated r value is smaller than the table r value, then the relationship between those variables is not considered statistically significant. The validity test results of each variable can be seen in table 2 below:

Table 2 Shopping Lifestyle Variable Validity Test Results

Variable	Statement	r calculate	r table	Information
Shopping Lifestyle (X1)	X1.1	0,576	0,197	Valid
	X1.2	0,724	0,197	Valid
	X1.3	0,662	0,197	Valid
	X1.4	0,681	0,197	Valid
	X1.5	0,669	0,197	Valid
	X1.6	0,550	0,197	Valid
	X1.7	0,666	0,197	Valid
	X1.8	0,703	0,197	Valid
	X1.9	0,657	0,197	Valid
	X1.10	0,624	0,197	Valid
	X1.11	0,645	0,197	Valid
	X1.12	0,700	0,197	Valid
	X1.13	0,685	0,197	Valid
	X1.14	0,633	0,197	Valid
	X1.15	0,601	0,197	Valid
	X1.16	0,561	0,197	Valid
Promotion (X2)	X2.1	0,601	0,197	Valid
	X2.2	0,738	0,197	Valid
	X2.3	0,640	0,197	Valid
	X2.4	0,733	0,197	Valid
	X2.5	0,758	0,197	Valid
	X2.6	0,599	0,197	Valid
	X2.7	0,734	0,197	Valid
	X2.8	0,699	0,197	Valid
	X2.9	0,710	0,197	Valid
Buying Interest (Y)	Y.1	0,673	0,197	Valid
	Y.2	0,765	0,197	Valid
	Y.3	0,764	0,197	Valid
	Y.4	0,726	0,197	Valid
	Y.5	0,709	0,197	Valid
	Y.6	0,716	0,197	Valid
	Y.7	0,640	0,197	Valid
	Y.8	0,760	0,197	Valid
	Y.9	0,641	0,197	Valid
	Y.10	0,580	0,197	Valid

Reliability Test

In the analysis using SPSS 25, Cronbach's Alpha statistical test was used to evaluate the reliability or internal consistency of the questionnaire. Cronbach's Alpha

scores range from 0 and 1, where higher scores indicate a higher level of internal consistency in the questionnaire.

To consider a variable reliable, Cronbach's Alpha value must be greater than 0.60. This proves that the variable has a fairly high level of internal consistency.

If Cronbach's Alpha value is less than 0.60, it proves that the variable may not be internally consistent, and also reconsideration of the construct or questionnaire item may be necessary.

By using the Cronbach Alpha statistical test, researchers can evaluate whether the questionnaires used in the study have sufficient reliability to ensure that the data obtained are reliable.

Table 3 Reliability Test Results

Variable	Cronbach's Alpha	Reliability Coefficient	Information
Shopping Lifestyle (X1)	0,905	0,6	Reliabel
Promotion (X2)	0,862	0,6	Reliabel
Buying Interest (Y)	0,878	0,6	Reliabel

We recommend that Cronbach's Alpha value must be greater than 0.60 to be considered reliable, not 0.06. If Cronbach's Alpha value for each variable of lifestyle shopping, promotion, and also buying interest is greater than 0.60, it can be concluded that the measurement of each variable is considered reliable or has an adequate level of internal consistency. This means that the questionnaires used in the study have sufficient reliability to ensure that the data obtained are reliable.

Normality Test

The normality test aims to determine whether the observed data comes from a normal distribution or not. In the context of regression models, normality tests are often used to check whether normality assumptions are met for residual or predictive errors of regression models.

In regression analysis, residual is the difference between the observed value and also the value predicted by the regression model. If the residual has a normal distribution, it proves that the regression model adequately captures the patterns in the data, and also that the results can be interpreted correctly.

Normality tests often use significance values (p-values) to determine whether data is normally distributed or not. A p value greater than 0.05 proves that there is not enough evidence to refute the assumption that the data come from a normal distribution. Therefore, if the p-value of the normality test is greater than 0.05, we can conclude that the data are normally distributed.

The Kolmogorov-Smirnov normality test as well as the Monte Carlo test can be used to test data normality. This test produces a p-value that can be compared to a significance threshold (usually 0.05) to determine whether the data is normally distributed or not.

Table 4 Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000

		Std. Deviation	3.34994681
<hr/>			
Most Extreme Differences	Absolute		.068
	Positive		.033
	Negative		-.068
No.	Brand		Nivea
Asymp. Sig. (2-tailed)			.200 ^{c,d}
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. This is a lower bound of the true significance.			
Source : SPSS data output by researchers, 2024			

From the results of the normality test using the Kolmogorov-Smirnov test, if the significance value (p-value) is 0.200 and also greater than the generally used significance level (0.05), then we do not have enough evidence to reject the assumption that standardized residual variables are normally distributed. Therefore, in this context, it concludes that standardized residual variables are normally distributed.

Multicollinearity Test

The multicollinearity test is carried out by examining the value of Tolerance and also the Variance Inflation Factor (VIF). If the VIF value is less than 10 and also the Tolerance value is greater than 0.1, then the regression model is considered to contain no symptoms of multicollinearity. Thus, if these two values meet these criteria, then there is no indication of a multicollinearity problem in the regression model.

Table 5 Multicollinearity Test Results

		Coefficients ^a				Collinearity Statistics		
		Unstandardized Coefficients		Standardized Coefficients				
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	2.027	1.782		1.138	.258		
	Shopping_Lifestyle (X1)	.117	.051	.176	2.277	.025	.327	3.055
	Promosi (X2)	.846	.087	.750	9.704	.000	.327	3.055

Source : SPSS data researcher output, 2024

The results of multicollinearity testing prove that the variable shopping lifestyle and promotion also has a tolerance value of 0.327, which means greater than 0.1. In addition, the VIF (Variance Inflation Factor) value for both variables is 3.055, which is also far below the threshold value of 10. Thus, it can be concluded that there is no symptom of multicollinearity in the regression model formed by the two variables.

Autocorrelation Test

An autocorrelation test is performed to determine whether or not there is a pattern of association between errors in linear regression models and errors in previous observations, which is usually referred to as t-1. This test uses the Durbin-Watson test to detect the presence of autocorrelation in regression model residues.

Table 6 Autocorrelation Test Results

Model Summary^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.900 ^a	.810	.806	3.384	1.868

a. Predictors: (Constant), Promosi, Shopping_Lifestyle

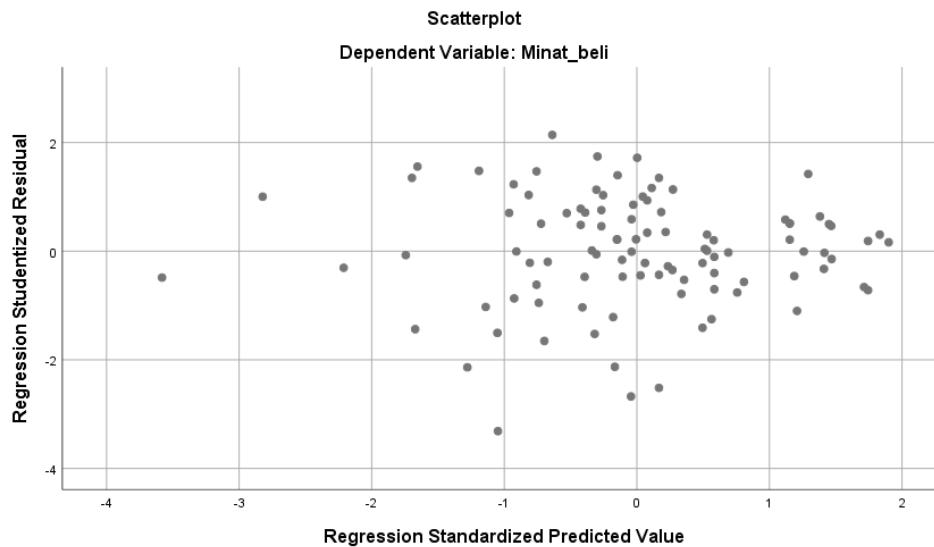
b. Dependent Variable: Minat_beli

Source : SPSS data researcher output, 2024

Heteroscedasticity Test

Good data tend to avoid heteroscedasticity, which is an imbalance in the variability of model errors along a range of predictor values. In graphs depicting heteroscedasticity, dots tend to be scattered randomly around the regression line, with no particular pattern visible at the top or bottom of the graph. Given this pattern, zero hypothesis (Ho) about the absence of heteroscedasticity can be accepted in this study.

Table 7 Heteroscedasticity Test Results



Source : SPSS data researcher output, 2024

Multiple Linear Regression Test

Multiple linear regression is a statistical model used to understand the relationship between one dependent variable (Y) and also two or more independent variables (X). This model aims to evaluate how much influence or relationship between these independent variables on the dependent variable. Using multiple linear regression, we can measure the extent to which a change in one independent variable affects a change in the dependent variable, while controlling for the influence of another independent variable. This model is very useful in analyzing as well as predicting complex relationships between various factors that influence a phenomenon.

Table 8 Multiple Linear Regression Test Results

Coefficients ^a								
	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.027	1.782		1.138	.258		
	Shopping_Lifestyle (X1)	.117	.051	.176	2.277	.025	.327	3.055
	Promosi (X2)	.846	.087	.750	9.704	.000	.327	3.055

Source : SPSS data researcher output, 2024

Table 8 in this study can be made from the double linear regression equation as follows:

$$Y=2.027+0.176X1+0.750X2$$

The analysis provides a clear picture of how shopping lifestyle variables as well as promotions contribute to consumer buying interest in skincare products through the TikTok Shop platform. The constant value obtained from the regression equation proves that even without the influence of lifestyle and promotion shopping variables, there is significant buying interest from consumers in these skincare products, which can be interpreted as other factors not measured in the model.

The shopping lifestyle regression coefficient proves the significant positive impact of these variables on consumer buying interest. This means that when the lifestyle shopping variable increases by 1%, consumers' buying interest in skincare products on TikTok Shop tends to increase by 17%. This proves that a more active or intense shopping lifestyle can be an important factor in increasing consumer buying interest in skincare products.

Meanwhile, the promotional regression coefficient proves that larger or more effective promotions have a greater impact on consumer buying interest. When promotions increase by 1%, consumer buying interest tends to increase by 75%. This emphasizes the importance of effective promotional strategies in attracting consumer buying interest in skincare products, especially through platforms such as TikTok Shop that can reach a wide and diverse audience.

Overall, the results of this analysis provide valuable insights for skincare companies to understand how they can increase consumer buying interest through the right combination of shopping lifestyle as well as effective product promotion. By understanding the relative contribution of each of these factors, companies can design more effective marketing strategies to achieve their sales goals.

Simultaneous Test (Test F)

In the study used a simultaneous test (Test F) to measure the effect of variable X on Variable Y at the time together (simultaneous). The results of the Simultaneous Test (Test F) can be seen in table 7, as follows:

**Table 9 Simultaneous Test Results (Test F)
ANOVAa**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4744.398	2	2372.199	207.115	.000 ^b
	Residual	1110.992	97	11.454		
	Total	5855.390	99			

a. Dependent Variable: Total_Y

b. Predictors: (Constant), Total_X2, Total_X1

Source : SPSS data researcher output, 2024

The output results prove that the two variables, namely shopping lifestyle (X1) and also promotion (X2), simultaneously have a significant effect on buying interest (Y) at a significance level of 0.05. A low significance value (0.000) proves that there is sufficient statistical evidence to reject the null hypothesis, which means that there is a significant influence of both independent variables on the dependent variable.

In addition, the calculated F value (207.115) which is greater than the table F (2.36) proves that the regression model as a whole is significant. This confirms that the variables of shopping, lifestyle as well as promotion together contribute significantly to explaining the variation in consumer buying interest in skincare products through TikTok Shop. Thus, these results reinforce the conclusion that shopping lifestyle variables as well as promotions have an important influence in influencing overall consumer buying interest.

Parasial Test (T Test)

The regression equation is used to determine the influence of the independent variable is shopping lifestyle (X1), promotion (X2) on the dependent variable of buying interest (Y), the calculation results can be seen in the table below:

**Table 10 Parasial Test Results (T Test)
Coefficientsa**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	2.027	1.782		1.138	.258
	Shopping_Lifestyle (X1)	.117	.051	.176	2.277	.025
	Variable	Statement	r calculate	r table	Information	Shopping Lifestyle

X1.1

Source : SPSS data researcher output, 2024

Based on the results of the table, there are several important findings. First, the significance value (sig) for the effect of shopping lifestyle (X1) on buying interest (Y) is 0.025, which is smaller than the established significance level (0.05). In addition, the calculated t value (2.277) is also greater than the table t (1.985). From these results, it can be concluded that there is a significant influence of shopping lifestyle (X1) on buying

interest (Y). In other words, the higher a person's shopping lifestyle, the more likely they are to have a high buying interest in skincare products.

Second, the significance value (sig) for the effect of the promotion (X2) on buying interest (Y) is 0.000, which is much less than the established significance level. The calculated t value (9.704) also far exceeds the table t (1.985). This indicates that there is a very significant positive influence of the promotion (X2) on buying interest (Y). That is, the more intensive the promotion is carried out, the higher the possibility of consumers having a strong buying interest in skincare products.

Thus, the regression equation obtained from the coefficients table can be used to estimate the effect of shopping lifestyle (X1) and promotion (X2) on buying interest (Y) as follows:

$$Y = 2.027 + 0.176X1 + 0.750X2$$

This equation provides an overview of how the influence of shopping lifestyle variables and also promotion on consumer buying interest in skincare products through TikTok Shop.

CONCLUSION

Referring to the results of research that we have conducted in 2024 using SPSS 25 as a data processing application, data results were obtained that showed a positive and significant influence between promotional activities and the purchasing decisions of the people of Cirebon Regency on cosmetic products with the NIVEA trademark. The influence and contribution of NIVEA product promotion activities have a very important (large) role in consumer purchasing decisions. Based on the data obtained, it can be said that nivea as one of the trademarks of a large cosmetic company in Indonesia has been very good in shaping and influencing consumer decisions in purchasing products. NIVEA cosmetic companies are expected to maintain and continue to improve product quality (innovation) to be able to compete with various other cosmetic trademarks in Indonesia. This study has limitations in the scope of research, which only uses targets and samples within the scope of the Cirebon regency. If this research is carried out with a wider scope, namely by combining at least two or more other regions as its scope, it is likely that more varied (different) data will be obtained that can enrich information related to the author's research.

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