

ABSTRACT

The global beauty industry is experiencing rapid growth, driven by technological innovations from imported products. In Indonesia, the skincare market has shown a positive trend, growing at an annual rate of 9% since 2016 and reaching a value of over USD 2 billion in 2022. Local brands like Wardah remain competitive by emphasizing local authenticity. At the same time, TikTok's live streaming feature enables real-time interaction, which significantly influences consumer purchasing decisions.

This study aims to explore the influence of utilitarian, hedonic, and social values on the purchase intention of Wardah beauty products through TikTok live streaming, with consumer trust in products and platforms serving as mediating variables. Utilitarian value refers to functional benefits such as real-time information, hedonic value relates to enjoyment and interactive experiences, and social value is derived from interactions that build engagement and brand trust.

A quantitative approach was employed by distributing questionnaires to at least 550 respondents. Data were analyzed using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach through SmartPLS. The sampling technique used was purposive sampling, targeting active TikTok users in Indonesia aged 16–55 who had watched Wardah's live streaming and added products to their shopping cart at least three times in the past three months.

The findings reveal that social value is the most dominant factor influencing purchase intention, both directly and indirectly through trust in the platform. Utilitarian value has a significant direct effect on purchase intention and product trust, but its indirect effect is only significant through platform trust, indicating a "trust-value substitution effect." While hedonic value has the lowest direct effect on purchase intention, it plays a crucial role in building trust in both the product and the platform.

Based on these findings, it is recommended that Wardah strengthen social interactions during live streaming through live testimonials and community-building activities while ensuring platform reliability. This strategy is essential for enhancing consumer trust and encouraging sustainable purchase behavior.

Keywords: Hedonic, Utilitarian, Social, Trust, Purchase Intention.