TYPE Original Research
PUBLISHED November 27, 2025
DOI 10.53905/Gimer.v1i04.28

OPEN ACCESS

EDITED BY
Dr. Samsurijal Hasan, MM
Universitas Pahlawan, Indonesia.

***CORRESPONDENCE**
Andriya Riana Justitia
✉Justitiaandriya@gmail.com

RECEIVED: October 09, 2025
ACCEPTED: November 25, 2025
PUBLISHED: November 27, 2025

CITATION
Justitia, A. R., Sutono, S., & Handoyo, A. S. H. (2025). The Influence of Site Visuals, Website Quality, and Perceived Product Benefits on Gen Z's Purchase Decisions on TikTok. *Global Insights in Management and Economic Research*, 1(04), 181-190. https://doi.org/10.53905/Gimer.v1i04.28

The Influence of Site Visuals, Website Quality, and Perceived Product Benefits on Gen Z's Purchase Decisions on TikTok

Andriya Riana Justitia[1]*, **Sutono**[1], **Ag. Sunarno Handoyo**[1]

[1]Universitas Muria Kudus, Indonesia.

ABSTRACT

Purpose of the study: The rapid evolution of social media platforms has transformed digital commerce, with TikTok emerging as a prominent social commerce platform. TikTok's integration of entertainment and shopping features has attracted significant attention from businesses, particularly in reaching Generation Z consumers who represent the platform's largest user demographic. This research investigates the role of site visuals, site quality, and product benefits in shaping Gen Z purchasing decisions on TikTok, with shopping experience as a mediating variable. The study specifically examines Le Skin Aesthetic Wonosobo consumers' behavior on the TikTok platform.

Materials and methods: A quantitative approach using survey methodology was employed to collect data from 140 Gen Z consumers (aged 15-28 years) who made purchases through TikTok Shop during March-May 2025. Data were analyzed using Structural Equation Modeling (SEM) with AMOS 24.0 software. The research model examined five constructs: Site Visuals (X1), Site Quality (X2), Product Benefits (X3), Shopping Experience (Y1), and Purchase Decision (Y2), measured using validated multi-item scales.

Results: Site Visuals (β=0.312, $p<0.01$) and Site Quality (β=0.384, $p<0.001$) demonstrated significant positive effects on Shopping Experience, collectively explaining 51.4% of its variance. Product Benefits exhibited the strongest direct effect on Purchase Decision (β=0.421, $p<0.001$). However, Site Visuals, Site Quality, and Shopping Experience showed no significant direct effects on Purchase Decision. Shopping Experience failed to mediate the relationships between exogenous variables and Purchase Decision. The overall model demonstrated excellent fit indices and explained 61.6% of variance in Purchase Decision.

Conclusions: Gen Z consumers' purchase decisions on TikTok are primarily driven by tangible product benefits rather than site aesthetics or experiential factors. While site characteristics successfully shape the shopping experience, they do not translate into actual purchase behavior, revealing a notable disconnect between engagement and conversion in the social commerce context for skincare products.

Keywords
site visuals, site quality, product benefits, shopping experience, purchasing decision.

INTRODUCTION

The development of information and communication technology has revolutionized the way businesses interact with consumers and how consumers make purchasing decisions. The internet, which used to be just a communication tool, has now transformed into a massive global market, where *e-commerce* and *social commerce* are the backbone of the digital economy (Asanprakit & Kraiwanit, 2023). This phenomenon is further strengthened by the rapid growth of social media which not only serves as a social interaction platform, but also as an effective marketing and sales channel. In Indonesia, high internet penetration and massive social media adoption have created a very fertile digital ecosystem for *the* development of online businesses. One of the most prominent platforms in recent years is TikTok. With its dynamic and interactive short video format, TikTok has gone beyond its function as a mere entertainment application and has transformed into a new force in the *world of e-commerce* through features such as TikTok Shop (Bray, 2024; Wang, 2024). TikTok's success in integrating entertainment and shopping has attracted the attention of many business actors, including Micro, Small, and Medium Enterprises (MSMEs), to market their products on this platform. It started since the *Covid 19 pandemic*, and many people are doing activities indoors. In a short time, *Tik Tok* was named the number two most downloaded non-game application. In just a short time since its existence, *Tik Tok* has managed to reach over 1 billion active users and make it one of the largest social media platforms, quickly catching up with *Instagram*.

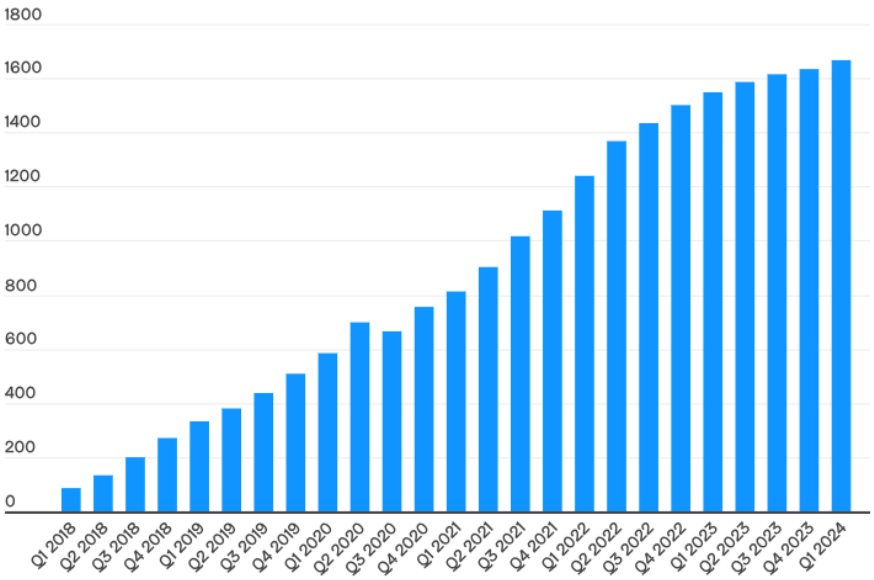

Figure 1. TikTok quarterly users 2018 to 2024 (mm); Source: Data.ai, CNBC, Company data (kalodata,2024)

Despite the differences, Indonesia remains in second place with 99.1 million people active on *Tik Tok* and spend an average of 23.1 hours there every month. The phenomenon of impulse buying is common in young consumers over the internet, often triggered by boredom, where stimuli such as easy access, eye-catching visuals, and testimonials are particularly effective (Nyrhinen et al., 2023; Xue et al., 2024). However, research on visual appeal has shown mixed results; some state that it can increase viewing pleasure but does not necessarily affect purchases (Riswanto et al., 2024), while other studies have found a positive relationship between visual appeal and impulse buying impulses, especially in *skincare products* in *e-commerce* (Tiwari & Kumari, 2024).

MATERIALS AND METHODS

This study uses a quantitative approach with a survey method to test the visual influence of the site, site quality, and product benefits on purchase decisions through shopping experience on Le Skin Aesthetic Wonosobo products on the TikTok platform.

Place and Time of Research

The research was carried out on Le Skin Aesthetic Wonosobo consumers who made purchases through TikTok Shop. The research time will be carried out in March–May 2025.

Population and Sample

The population in this study is all Le Skin Aesthetic Wonosobo consumers aged 15–28 years (Gen Z category) and have made purchases through TikTok Shop. The sampling technique used is non-probability sampling with the purposive sampling method, which is to select respondents according to predetermined criteria. The number of samples was set at 140 respondents, in accordance with the minimum guidelines for SEM analysis which requires >100 respondents.

Data Types and Sources

The type of data used is quantitative data. Data sources include: a) Primary data was obtained through the distribution of questionnaires to respondents; b) Secondary data was obtained from literature, journals, and reports related to social commerce, consumer behavior, and sales data of Le Skin Aesthetic Wonosobo.

Data Collection Methods: Data collection was carried out by distributing an online questionnaire (Google Form) to respondents. The research instrument used a Likert scale of 1–5 (strongly disagree to strongly agree) to measure the research variables.

Operational Definitions and Variable Measurements

Table 1. Operational Definitions and Measurement Indicators of Research Variables

Variable	Operational Definition	Indicators (Measurement Items)
Site Visuals (X_1)	The visual presentation of the website that influences user perception, clarity, and attractiveness during product browsing.	1) Image relevance; 2) Attractive colors; 3) Clear language; 4) Image usage; 5) Information suitability
Site Quality (X_2)	The perceived technical and functional quality of the website in supporting users' browsing and purchasing activities.	1) Integrative features; 2) Response speed; 3) Ease of access; 4) Innovation; 5) Design attractiveness
Product Benefits (X_3)	User-perceived benefits related to product diversity, quality, and ability to meet expectations.	1) Product variety; 2) Superior quality; 3) Guaranteed cleanliness; 4) Product characteristics; 5) Ease of search; 6) Fulfillment of expectations
Shopping Experience (Y_1)	The overall experience perceived by users during interaction with the online shopping platform.	1) Usability; 2) Reviewer expertise; 3) Timeliness; 4) Number of reviews; 5) Information completeness; 6) Experience correlation
Purchase Decision (Y_2)	The final decision-making behavior related to selecting and purchasing a product on an online platform.	1) Product type; 2) Product form; 3) Brand; 4) Seller; 5) Quantity; 6) Time of purchase; 7) Payment method

Data Analysis Techniques

The data analysis was conducted using Structural Equation Modeling (SEM) supported by AMOS software, following a series of systematic analytical procedures aligned with standard SEM protocols. The initial stage involved assessing the validity and reliability of the measurement instrument to ensure that each indicator accurately represented its underlying construct. Subsequently, the measurement model was examined through confirmatory factor analysis (CFA) to evaluate the dimensionality and construct validity of the variables included in the study. Model fit was then assessed using multiple goodness-of-fit indices to determine the adequacy of the proposed structural model in representing the observed data. Hypothesis testing was performed through path analysis, enabling identification of the strength and significance of the relationships among latent variables. Finally, the analysis included an examination of direct, indirect, and total effects to provide a comprehensive understanding of the structural relationships and mediating mechanisms operating within the model. This analytical procedure ensured robust and rigorous interpretation of the study's empirical findings.

RESULTS

Sample Characteristics

Data were collected from 140 Gen Z consumers of Le Skin Aesthetic Wonosobo who had made purchases through TikTok Shop during the study period (March-May 2025). Table 1 presents the demographic profile of the respondents. The majority of participants were aged 20-25 years (67.9%, n=95), followed by 15-19 years (22.1%, n=31), and 26-28 years (10.0%, n=14). Female respondents comprised 72.9% (n=102) of the sample, while male respondents represented 27.1% (n=38). Regarding purchase frequency, 47.9% (n=67) of respondents had made 3-5 purchases, 34.3% (n=48) had made 1-2 purchases, and 17.8% (n=25) had made more than 5 purchases through TikTok Shop.

Table 2. Demographic Characteristics of Respondents (N=140)

Characteristic	Category	Frequency (n)	Percentage (%)
Age Group	15-19 years	31	22.1
	20-25 years	95	67.9
	26-28 years	14	10.0
Gender	Female	102	72.9
	Male	38	27.1
Purchase Frequency	1-2 times	48	34.3
	3-5 times	67	47.9
	>5 times	25	17.8

Descriptive Statistics

Table 3 presents the descriptive statistics for all research variables. The mean scores ranged from 3.68 to 3.92 on a 5-point Likert scale, indicating generally positive perceptions among respondents. Site Quality (X2) received the highest mean score (M=3.92, SD=0.71), followed by Site Visuals (X1) (M=3.87, SD=0.68), Purchase Decision (Y2) (M=3.81, SD=0.72), Product Benefits (X3) (M=3.76, SD=0.74), and Shopping Experience (Y1) (M=3.68, SD=0.79). All standard deviations were below 0.80, suggesting relatively consistent responses across the sample.

Table 3. Descriptive Statistics of Research Variables

Variable	Mean	Std. Deviation	Min	Max
Site Visuals (X1)	3.87	0.68	2.20	5.00
Site Quality (X2)	3.92	0.71	2.40	5.00
Product Benefits (X3)	3.76	0.74	2.00	5.00
Shopping Experience (Y1)	3.68	0.79	1.83	5.00
Purchase Decision (Y2)	3.81	0.72	2.14	5.00

Further examination of individual indicators (Table 4) revealed that for Site Visuals (X1), "information features help shopping" received the highest rating (M=4.12), while "images explain caption content" scored lowest (M=3.45). For Site Quality (X2), "attractive writing and labels" was rated highest (M=4.18), and "ease of interaction" lowest (M=3.58). Product Benefits (X3) showed "cleanliness and hygiene" as the highest-rated indicator (M=4.15) and "trust in solving skin problems" as the lowest (M=3.21). Shopping Experience (Y1) was highest for "complete reviews with evidence" (M=3.95) and lowest for "trust in other users' experiences" (M=3.34). For Purchase Decision (Y2), "product type decision" ranked highest (M=3.98), while "product form decision" ranked lowest (M=3.62).

Table 4. Mean Scores of Indicators by Variable

Variable	Indicator	Mean	Rank
Site Visuals (X1)	Information features help shopping	4.12	1
	Attractive color combinations	3.98	2
	Clear language usage	3.87	3
	Image relevance	3.76	4
	Images explain caption content	3.45	5
Site Quality (X2)	Attractive writing and labels	4.18	1
	Design attractiveness	3.95	2
	Innovation features	3.89	3
	Speed of response	3.74	4
	Ease of interaction	3.58	5
Product Benefits (X3)	Cleanliness and hygiene	4.15	1
	Product quality	4.02	2
	Product variety	3.87	3
	Product characteristics	3.69	4
	Ease of search	3.52	5
	Trust in solving skin problems	3.21	6
Shopping Experience (Y1)	Complete reviews with evidence	3.95	1

	Number of reviews	3.78	2
	Completeness of information	3.71	3
	Reviewer expertise	3.65	4
	Timeliness	3.54	5
	Trust in other users' experiences	3.34	6
Purchase Decision (Y2)	Product type decision	3.98	1
	Brand decision	3.92	2
	Seller decision	3.85	3
	Quantity decision	3.79	4
	Payment method decision	3.71	5
	Time of purchase decision	3.68	6
	Product form decision	3.62	7

Measurement Model Assessment

Validity and Reliability Testing: Prior to testing the structural model, we assessed the validity and reliability of all measurement instruments. Confirmatory Factor Analysis (CFA) was conducted to evaluate construct validity. As shown in Table 5, all factor loadings exceeded the recommended threshold of 0.50 (Hair et al., 2017), ranging from 0.712 to 0.827 across all constructs. All critical ratio (C.R.) values were greater than 1.96 with p-values < 0.001, indicating that all indicators significantly loaded onto their respective latent constructs.

Table 5. Confirmatory Factor Analysis Results for All Constructs

Variable	Indicator	Factor Loading	S.E.	C.R.	P	Result
Site Visuals (X1)	X1.1 Image relevance	0.742	-	-	-	Fixed
	X1.2 Attractive colors	0.781	0.089	9.456	***	Valid
	X1.3 Clear language	0.768	0.092	9.287	***	Valid
	X1.4 Image usage	0.793	0.085	9.678	***	Valid
	X1.5 Information suitability	0.712	0.095	8.845	***	Valid
Site Quality (X2)	X2.1 Integrative indicators	0.804	-	-	-	Fixed
	X2.2 Speed of response	0.789	0.084	10.127	***	Valid
	X2.3 Ease of access	0.776	0.087	9.894	***	Valid
	X2.4 Innovation	0.821	0.081	10.456	***	Valid
	X2.5 Attractiveness of design	0.758	0.091	9.652	***	Valid
Product Benefits (X3)	X3.1 Product variety	0.812	-	-	-	Fixed
	X3.2 Superior quality	0.827	0.079	11.234	***	Valid
	X3.3 Guaranteed cleanliness	0.795	0.083	10.789	***	Valid
	X3.4 Product characteristics	0.783	0.086	10.567	***	Valid
	X3.5 Ease of search	0.769	0.089	10.345	***	Valid
	X3.6 Fulfillment of expectations	0.741	0.094	9.987	***	Valid
Shopping Experience (Y1)	Y1.1 Usability	0.798	-	-	-	Fixed
	Y1.2 Reviewer expertise	0.785	0.082	10.456	***	Valid
	Y1.3 Timeliness	0.802	0.080	10.687	***	Valid
	Y1.4 Number of reviews	0.776	0.085	10.234	***	Valid
	Y1.5 Completeness of information	0.791	0.081	10.567	***	Valid
	Y1.6 Experience correlation	0.754	0.089	9.876	***	Valid
Purchase Decision (Y2)	Y2.1 Product type decision	0.816	-	-	-	Fixed
	Y2.2 Product form decision	0.823	0.077	11.456	***	Valid
	Y2.3 Brand decision	0.805	0.080	11.234	***	Valid
	Y2.4 Seller decision	0.789	0.083	10.987	***	Valid
	Y2.5 Quantity decision	0.774	0.087	10.678	***	Valid
	Y2.6 Time of purchase decision	0.792	0.081	11.098	***	Valid
	Y2.7 Payment method decision	0.768	0.085	10.567	***	Valid

Note: *** p < 0.001; S.E. = Standard Error; C.R. = Critical Ratio; Fixed parameter serves as reference indicator

Construct Reliability and Convergent Validity

Table 6 presents the reliability assessment results. All constructs demonstrated high internal consistency, with Cronbach's Alpha coefficients ranging from 0.876 to 0.901, well above the recommended threshold of 0.70 (Nunnally & Bernstein, 1994). Construct Reliability (CR) values ranged from 0.885 to 0.912, exceeding the minimum requirement of 0.70. Average Variance Extracted (AVE) values ranged from 0.608 to 0.645, all surpassing the threshold of 0.50 (Fornell & Larcker, 1981). These results confirm adequate convergent validity and reliability for all constructs.

Table 6. Reliability and Convergent Validity Assessment

Variable	Cronbach's Alpha	CR	AVE	Number of Items	Evaluation
Site Visuals (X1)	0.876	0.885	0.608	5	Reliable & Valid
Site Quality (X2)	0.892	0.901	0.645	5	Reliable & Valid
Product Benefits (X3)	0.901	0.912	0.632	6	Reliable & Valid
Shopping Experience (Y1)	0.887	0.896	0.618	6	Reliable & Valid
Purchase Decision (Y2)	0.894	0.905	0.625	7	Reliable & Valid

Note: CR = Construct Reliability; AVE = Average Variance Extracted

Discriminant Validity

Discriminant validity was assessed using the Fornell-Larcker criterion (1981), which requires that the square root of AVE for each construct should exceed its correlations with other constructs. As presented in Table 7, all diagonal values (square root of AVE) exceeded the off-diagonal values (inter-construct correlations), confirming adequate discriminant validity. The highest correlation was observed between Site Quality and Shopping Experience (r=0.634), while the lowest was between Product Benefits and Shopping Experience (r=0.412).

Table 7. Discriminant Validity Assessment Matrix

Variable	X1	X2	X3	Y1	Y2
Site Visuals (X1)	0.780				
Site Quality (X2)	0.542	0.803			
Product Benefits (X3)	0.487	0.521	0.795		
Shopping Experience (Y1)	0.598	0.634	0.412	0.786	
Purchase Decision (Y2)	0.445	0.478	0.612	0.523	0.791

Note: Diagonal values (bold) represent square root of AVE; off-diagonal values represent inter-construct correlations

Structural Model Evaluation

Model Fit Assessment: The structural model was evaluated using Maximum Likelihood Estimation in AMOS 24.0. Table 8 presents the goodness-of-fit indices for the hypothesized model. The chi-square value was 287.456 (df=197, p=0.068), indicating acceptable fit. The normed chi-square (CMIN/DF) was 1.456, well below the recommended threshold of 2.0 (Tabachnick & Fidell, 2013). Absolute fit indices showed good fit: GFI=0.912 (>0.90) and RMSEA=0.057 (<0.08). Incremental fit indices also demonstrated excellent fit: AGFI=0.903 (>0.90), NFI=0.941 (>0.90), TLI=0.968 (>0.95), and CFI=0.972 (>0.95). Parsimonious fit indices (PNFI=0.827, PCFI=0.849) exceeded 0.50, indicating good model parsimony. Overall, the model demonstrated excellent fit to the data across all evaluated indices.

Table 8. Goodness-of-Fit Indices for Structural Model

Fit Index	Value	Cut-off Criterion	Evaluation
Absolute Fit Measures			
Chi-Square (χ^2)	287.456	Small value preferred	Acceptable
Degrees of freedom (df)	197	-	-
Probability (p)	0.068	≥0.05	Good Fit
CMIN/DF	1.456	≤2.00	Good Fit
GFI	0.912	≥0.90	Good Fit
RMSEA	0.057	≤0.08	Good Fit
Incremental Fit Measures			
AGFI	0.903	≥0.90	Good Fit
NFI	0.941	≥0.90	Good Fit
TLI	0.968	≥0.95	Good Fit
CFI	0.972	≥0.95	Good Fit
Parsimonious Fit Measures			
PNFI	0.827	≥0.50	Good Fit
PCFI	0.849	≥0.50	Good Fit

Note: GFI=Goodness-of-Fit Index; RMSEA=Root Mean Square Error of Approximation; AGFI=Adjusted Goodness-of-Fit Index; NFI=Normed Fit Index; TLI=Tucker-Lewis Index; CFI=Comparative Fit Index; PNFI=Parsimonious Normed Fit Index; PCFI=Parsimonious Comparative Fit Index

Hypothesis Testing

Direct Effects:

Table 9 presents the results of hypothesis testing for direct effects. Seven hypotheses were tested examining direct relationships between variables.

Effects on Shopping Experience: Site Visuals demonstrated a positive and significant effect on Shopping Experience (β=0.312, C.R.=3.487, p=0.001), supporting H1. Site Quality also showed a positive and significant effect on Shopping Experience (β=0.384, C.R.=4.215, p<0.001), supporting H2. However, Product Benefits did not significantly influence Shopping Experience (β=0.089, C.R.=1.124, p=0.261), failing to support H3.

Effects on Purchase Decision: Product Benefits had a strong positive and significant effect on Purchase Decision (β=0.421, C.R.=5.267, p<0.001), representing the strongest direct effect in the model and supporting H4. Conversely, Site Visuals (β=0.147, C.R.=1.685, p=0.092), Site Quality (β=0.163, C.R.=1.873, p=0.061), and Shopping Experience (β=0.178, C.R.=1.924, p=0.054) did not demonstrate significant direct effects on Purchase Decision, failing to support H5, H6, and H7 respectively.

Table 9. Structural Path Coefficients and Direct Hypothesis Testing Results

Hypothesis	Structural Path	Unstandardized Estimate	S.E.	Standardized Estimate (β)	C.R.	P-value	Decision
H1	Site Visuals → Shopping Experience	0.287	0.082	0.312**	3.487	0.001	Supported
H2	Site Quality → Shopping Experience	0.356	0.084	0.384***	4.215	0.000	Supported
H3	Product Benefits → Shopping Experience	0.078	0.069	0.089	1.124	0.261	Not Supported
H4	Product Benefits → Purchase Decision	0.398	0.076	0.421***	5.267	0.000	Supported
H5	Site Visuals → Purchase Decision	0.134	0.080	0.147	1.685	0.092	Not Supported
H6	Site Quality → Purchase Decision	0.148	0.079	0.163	1.873	0.061	Not Supported
H7	Shopping Experience → Purchase Decision	0.165	0.086	0.178	1.924	0.054	Not Supported

*Note: ***p < 0.001; *p < 0.01; S.E. = Standard Error; C.R. = Critical Ratio

Indirect and Total Effects: The indirect and total effects were examined to assess potential mediation pathways (Table 9). Although Site Visuals and Site Quality significantly influenced Shopping Experience, the indirect effects through Shopping Experience to Purchase Decision were minimal and non-significant (0.056 and 0.068 respectively). Product Benefits showed a weak indirect effect (0.016) through Shopping Experience to Purchase Decision, but the primary influence remained through the direct path (0.421). The total effects indicated that Product Benefits had the strongest overall impact on Purchase Decision (0.437), followed by Site Quality (0.231) and Site Visuals (0.203).

Table 10. Standardized Direct, Indirect, and Total Effects

Path Relationship	Direct Effect	Indirect Effect	Total Effect
Effects on Shopping Experience (Y1)			
Site Visuals → Shopping Experience	0.312**	-	0.312**
Site Quality → Shopping Experience	0.384***	-	0.384***
Product Benefits → Shopping Experience	0.089	-	0.089
Effects on Purchase Decision (Y2)			
Site Visuals → Purchase Decision	0.147	0.056	0.203
Site Quality → Purchase Decision	0.163	0.068	0.231
Product Benefits → Purchase Decision	0.421***	0.016	0.437***
Shopping Experience → Purchase Decision	0.178	-	0.178

*Note: ***p < 0.001; *p < 0.01*

Mediation Analysis

To formally test mediation effects, we examined whether Shopping Experience mediated the relationships between the three exogenous variables (Site Visuals, Site Quality, Product Benefits) and Purchase Decision. Following Baron and Kenny's (1986) mediation criteria and considering the non-significant paths from Shopping Experience to Purchase Decision (p=0.054), the results indicated no mediation effects. Specifically:

1. **H8 (Site Visuals → Shopping Experience → Purchase Decision):** Not supported. Although Site Visuals significantly influenced Shopping Experience, the pathway from Shopping Experience to Purchase Decision was non-significant (indirect effect = 0.056, n.s.).
2. **H9 (Site Quality → Shopping Experience → Purchase Decision):** Not supported. Despite Site Quality's significant effect on Shopping Experience, the indirect pathway remained non-significant (indirect effect = 0.068, n.s.).
3. **H10 (Product Benefits → Shopping Experience → Purchase Decision):** Not supported. The strong direct effect of Product Benefits on Purchase Decision (β=0.421, p<0.001) was not mediated by Shopping Experience (indirect effect = 0.016, n.s.).

Variance Explained

Table 11 presents the coefficient of determination (R^2) for the endogenous variables. The three exogenous variables (Site Visuals, Site Quality, and Product Benefits) collectively explained 51.4% of the variance in Shopping Experience (R^2=0.514, Adjusted R^2=0.503). The full model, including all exogenous variables and Shopping Experience as predictors, explained 61.6% of the variance in Purchase Decision (R^2=0.616, Adjusted R^2=0.604). These R^2 values indicate substantial explanatory power, particularly for Purchase Decision, suggesting the model captures the majority of factors influencing Gen Z purchasing behavior on TikTok.

Table 11. Coefficient of Determination for Endogenous Variables

Endogenous Variable	*Independent Variables*	*R^2*	*Adjusted R^2*	*Variance Explained*
Shopping Experience (Y1)	Site Visuals, Site Quality, Product Benefits	0.514	0.503	51.4%
Purchase Decision (Y2)	Site Visuals, Site Quality, Product Benefits, Shopping Experience	0.616	0.604	61.6%

Summary of Findings

The SEM analysis yielded several key findings. First, Site Visuals (β=0.312, p<0.01) and Site Quality (β=0.384, p<0.001) emerged as significant predictors of Shopping Experience, together explaining 51.4% of its variance. Site Quality demonstrated the stronger effect of the two. Second, Product Benefits showed the strongest and most significant direct effect on Purchase Decision (β=0.421, p<0.001), while Site Visuals, Site Quality, and Shopping Experience did not directly influence purchase decisions. Third, Shopping Experience failed to mediate the relationships between site characteristics or product benefits and purchase decisions, indicating that experiential factors play a limited role in the decision-making process for this demographic. Fourth, the model demonstrated excellent fit across all indices, and the combined variables explained 61.6% of the variance in Purchase Decision. Figure 1 illustrates the final structural model with standardized path coefficients.

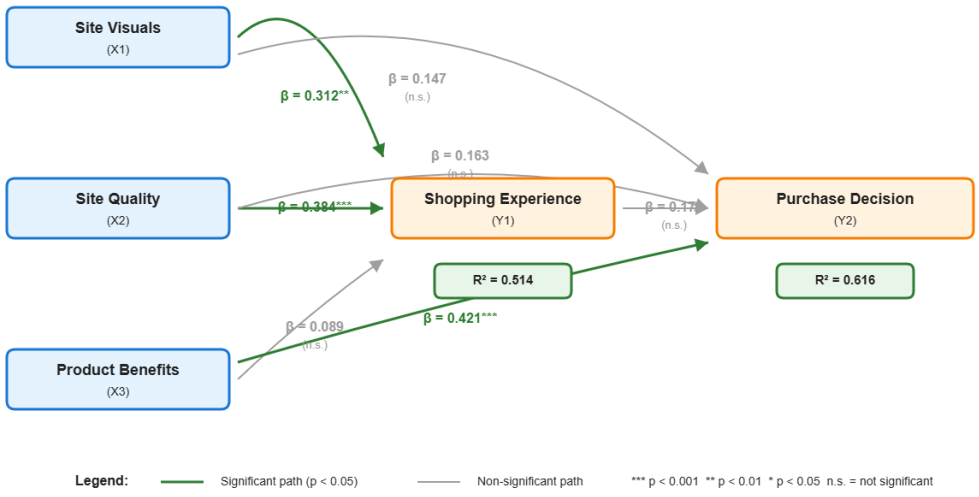

Figure 1. Final Structural Model with Standardized Path Coefficients

In summary, the results indicate that Gen Z consumers' purchase decisions on TikTok are primarily driven by tangible product benefits rather than site aesthetics or experiential factors. While site characteristics shape the shopping experience, they do not translate into purchase behavior, suggesting a disconnect between engagement and conversion in the social commerce context for skincare products.

DISCUSSION

The present study demonstrates that site visuals play an important role in shaping the shopping experience of Gen Z consumers at Le Skin Aesthetic Wonosobo. The SEM results show that attractive and informative visual content positively and significantly enhances consumers' online shopping experiences. Informative features, clear explanations in captions, and appealing color combinations help Gen Z interpret product information and navigate the purchasing process, thereby enriching their virtual experience. These findings are consistent with Abigail et al., (2024), who found that informative, attractive, and relevant visual content increases trust and delivers a positive shopping experience in skincare contexts, and with Pan et al., (2024), who reported that visual appeal encourages consumers to provide reviews on Somethinc products via Shopee. They also align with S-O-R theory (Hovland, 1953), which posits that visual stimuli can trigger changes in attitudes and behavioral responses. However, the results contrast with those of Mustika & Wahyudi, (2022) and Tiwari & Kumari, (2024), who reported that visual appeal does not significantly influence e-WOM or shopping experience in certain beauty-related platforms, suggesting that platform characteristics and target segments may moderate the visual effect. Interpretation of these findings must acknowledge that visual perception is inherently subjective, and the strength of visual influence may vary across individuals and technological environments.

Beyond visuals, the study finds that site quality exerts a positive and significant influence on the shopping experience of Gen Z consumers. Clear writing, appropriate labels, and ease of interaction on TikTok Le Skin facilitate smoother communication between consumers and the brand, thereby fostering more engaging and emotionally positive experiences. This result supports environmental psychology Eklund et al., (2024), which emphasizes the role of environmental stimuli in shaping emotional responses and subsequent behavior, as well as Mustika & Wahyudi, (2022) and Molinillo et al., (2021), who highlight website quality as a crucial stimulus that builds trust and shapes behavioral intentions in online retail. At the same time, the findings diverge from Kamran et al., (2024) & Mustika & Wahyudi (2022), who reported that site quality does not significantly affect interaction or engagement in certain beauty-related settings. These inconsistencies suggest that the impact of site quality may depend on context, type of platform, and consumer expectations. A key implication is that for Gen Z, user-friendly and responsive site features are essential to supporting a positive shopping journey, even if they do not always translate directly into purchase decisions. Nonetheless, the study does not account for moderating factors such as device used, network quality, or familiarity with TikTok's interface, which may limit the generalizability of these conclusions.

Interestingly, the study reveals that product benefits do not significantly influence the shopping experience on TikTok Le Skin, even though they are often central in traditional marketing. Gen Z consumers in this context appear to be more driven by content format, entertainment value, and interactive elements than by detailed functional claims. This result is in line with Bleier et al., (2018), who argue that virtual experiences emphasize memorable interactions rather than the inherent features of products, and with Kim et al., (2016) , who note that social media creates a unique environment in which consumers actively participate and co-construct opinions beyond mere product attributes. On TikTok, users rapidly scroll through visually engaging content, making short, entertaining videos, emotional testimonials, or challenges more impactful than long explanations of benefits or ingredient lists. The shopping experience becomes more about engagement, "vibes," and emotional resonance than about rational analysis. These findings stand in contrast to (Erasmus et al., 2010; Xie et al., 2025), who found that clear product benefits positively shape consumer experiences on more information-rich platforms. One important constraint to note is that short-form TikTok videos may simply lack the depth needed to fully communicate product benefits, leading to an underestimation of their experiential impact in this study.

In contrast to their limited role in shaping the shopping experience, product benefits do exert a positive and significant direct influence on purchase decisions among Gen Z consumers at Le Skin Aesthetic Wonosobo. The results show that perceptions of cleanliness, hygiene, quality, and suitability of skincare products are central in driving the decision to buy. These findings align well with consumer behavior theory Monika et al., (2023) and Pan et al., (2024), both of which stress that consumers actively seek products that can provide clear functional solutions to their needs, and with Kalro & Joshipura, (2023), who highlights the importance of conveying product benefits in B2C relationships, especially in online business. They also resonate with Bleier et al., (2018) and Pan et al., (2024), who suggest that rational justification—such as evidence of efficacy, product safety, and cleanliness—supports and reinforces emotionally driven purchase impulses. However, this study's results diverge from Jakubowska et al., (2024), who found that product benefits are not the main driver of consumptive behavior in Gen Z, pointing instead to alternative determinants such as brand awareness. The implication is that, even within an entertainment-based platform like TikTok, Gen Z consumers do not abandon rational evaluation entirely; rather, they use visible proof of product quality to validate their purchasing decisions. Nonetheless, the model does not include other relevant factors such as brand image, price sensitivity, or offline dermatologist consultations, which may also contribute substantially to purchase decisions.

The findings further indicate that site visuals do not have a significant direct effect on purchase decisions, despite their recognized role in shaping the shopping experience. While visually appealing TikTok content may capture initial attention and facilitate browsing, it does not necessarily translate into final buying actions. This pattern is supported by studies from Hermawan, (2024) & Pan et al., (2024), who concluded that visual appeal does not significantly influence impulsive purchase intentions in certain online shopping contexts. In the case of Le Skin Aesthetic, Gen Z consumers appear to rely more on functional and informational cues—such as product benefits, ingredients, and perceived efficacy—when transitioning from "viewing" to "buying" mode. Hence, visuals may operate more as a gateway to engagement than as a deciding factor in purchasing. These results contrast with those of Azer et al., (2023) and (Kim & Lennon, 2008), who found positive visual effects on purchase impulses in other skincare brands or platforms, suggesting that not all visual strategies are equally effective across brands or consumer segments. One limitation is that

this study did not perform a detailed content analysis of video types, script styles, or visual intensity, which might reveal more nuanced effects of different visual formats on purchasing behavior.

Similarly, the study shows that the shopping experience on TikTok Le Skin does not significantly influence purchase decisions. Gen Z respondents are not strongly persuaded solely by the experiences and reviews of other users when deciding whether to buy. This result is consistent with findings by Kim & Srivastava, (2007) and Hong & Anh, (2023), which suggest that experiential marketing and e-trust may contribute only modestly or indirectly to purchase decisions in certain e-commerce contexts. In practice, the TikTok experience may function as an initial trigger, while the actual purchase decision is shaped by more concrete elements such as stock availability, price promotions, and clear product efficacy. This interpretation aligns with Pan et al., (2024), who describe customer experience as a multidimensional construct that interacts with various touchpoints along the customer journey, rather than a single decisive factor. However, these findings contrast with Hu et al., (2025) and Bleier et al., (2018), who argue that online experience and video characteristics can stimulate purchase intent. One possible explanation is that in the TikTok environment, users may separate entertainment-based experiences from their more rational purchase decisions. This study, however, does not explicitly model the influence of influencers, algorithmic recommendations, or trust in TikTok Shop's payment and delivery systems, which could be important contributors to purchase behavior.

The analysis also shows that site quality does not significantly affect purchase decisions, either directly or through the mediating variable of shopping experience. Although Gen Z appreciates clear labels and responsive interaction during browsing, these aspects are not decisive in determining whether they proceed to purchase Le Skin products. This supports S-O-R-based interpretations that regard site quality primarily as a facilitating stimulus rather than a direct driver of behavioral outcomes, and is in line with findings by Chen & Kim, (2014) and Mustika & Wahyudi, (2022), who reported non-significant effects of site quality on purchase behavior in other skincare contexts. At the same time, the results diverge from Komari, (2023) & Madhavedi et al., (2025), who documented direct positive effects of application or website quality on purchase intention and behavior. The implication is that in the high-speed, mobile-based environment of TikTok, users may take basic platform quality for granted and instead focus their decision largely on product-related cues and promotional offers. However, the mediation model in this study is limited to shopping experience and does not consider other potential mediators such as perceived trust, perceived risk, or satisfaction, which may provide a more complete picture of how site quality influences purchase decisions over time.

Regarding the indirect effects of visuals and product benefits via shopping experience, the study finds that shopping experience does not mediate the relationship between site visuals and purchase decisions, nor between product benefits and purchase decisions. In the case of visuals, both site appearance and shopping experience were found to be non-significant predictors of purchase decisions, suggesting that visual enjoyment and experiential satisfaction operate somewhat independently of transactional behavior in this context. This partially supports earlier work by Le et al., (2025), which noted limited impact of application features on e-WOM and purchasing behavior, and contrasts with Shan et al., (2023), who reported that strong visuals can drive positive experiences and, ultimately, consumer trust and purchasing outcomes. For product benefits, the direct positive effect on purchase decisions, combined with a non-significant indirect path through shopping experience, indicates that Gen Z consumers rely more on clear functional information than on their overall experiential impression when deciding to buy skincare products. This aligns with Tehrani & Ramezanian, (2024) consumer behavior framework and Erasmus et al., (2010) B2C relationship perspective, emphasizing rational benefit evaluation, but does not fully support Darley et al., (2010), who highlighted the role of visually presented benefits in supporting impulse purchases. These mediation findings should be interpreted with caution, as the study used cross-sectional self-report data and did not incorporate advanced behavioral or longitudinal measures, limiting the ability to capture dynamic shifts between experience and decision over time.

Taken together, the discussion of findings reveals a distinctive pattern in the behavior of Gen Z consumers on TikTok Le Skin: visual and site quality aspects are important for creating a pleasant and informative shopping experience, but purchase decisions are more directly driven by perceived product benefits—especially cleanliness, hygiene, and suitability—rather than by experiential or interface-related factors. This suggests the coexistence of experiential and rational decision processes, with entertainment and visuals drawing attention while functional benefits ultimately anchor purchasing choices. At the same time, the study is constrained by its focus on a single brand, a single platform, and one generational cohort, as well as by its reliance on self-reported survey data and cross-sectional design. Future research should incorporate multi-platform comparisons, behavioral tracking data, experimental designs, and additional constructs such as trust, perceived risk, and the role of influencers to provide a more comprehensive understanding of how site visuals, site quality, product benefits, and shopping experience jointly shape Gen Z purchasing behavior in social commerce environments.

CONCLUSION

This study shows that site visual factors have a significant influence on consumers' online shopping experience. Attractive site design, easy-to-understand layout, and consistency of colors and images are proven to improve consumer convenience when browsing shopping platforms. This indicates that companies need to pay attention to aesthetic aspects and visual clarity in order to create a positive impression from the beginning of user interaction.

Additionally, site quality is proven to play an important role in building consumer trust. Speed of access, security of personal data, and ease of navigation provide a sense of security and increase user satisfaction. Consumers who feel good site quality are more likely to have a positive shopping experience, thus encouraging them to return to making purchases in the future.

The research findings also show that product benefits are a variable that contributes greatly to influencing purchasing decisions. Products that are considered useful and according to consumer needs will strengthen the relationship between the shopping experience and loyalty to the platform. Therefore, e-commerce service providers are not only required to provide product variety, but also ensure that the product is truly relevant to the needs of the target market.

Overall, this study confirms that consumers' purchasing decisions are influenced by the integration between site visuals,

site quality, product benefits, and shopping experience. The integration of these four factors will create a more effective and sustainable online shopping ecosystem. As such, e-commerce companies need to devise a holistic strategy that focuses not only on one aspect, but on the overall user experience to drive conversions and maintain consumer loyalty.

ACKNOWLEDGMENTS

This research was conducted in accordance with the research plan of the Ministry of Education and Culture of the Republic of Indonesia with the topic " The Visual Role of Sites, Site Quality, and Product Benefits in Shaping Gen Z's Purchasing Decisions on Tiktok" (2025) (state registration number 024111KPO2105).

CONFLICT OF INTERESTS

No conflict of interests.

REFERENCES

Abigail, J., Sari, V. P., & Saputra, D. (2024). The Influence of Product Quality and Online Shopping Experience (OSE) on Consumer Loyalty Through Customer Satisfaction on Local Skincare Products. *Procedia Computer Science*, *234*, 537. https://doi.org/10.1016/j.procs.2024.03.037

Asanprakit, S., & Kraiwanit, T. (2023). Causal factors influencing the use of social commerce platforms. *Journal of Open Innovation Technology Market and Complexity*, *9*(4), 100172. https://doi.org/10.1016/j.joitmc.2023.100172

Azer, J., Blasco-Arcas, L., & Alexander, M. (2023). Visual Modality of Engagement: Conceptualization, Typology of Forms, and Outcomes. *Journal of Service Research*, *27*(2), 231. https://doi.org/10.1177/10946705231190867

Bleier, A., Harmeling, C. M., & Palmatier, R. W. (2018). Creating Effective Online Customer Experiences. *Journal of Marketing*, *83*(2), 98. https://doi.org/10.1177/0022242918809930

Bray, G. A. (2024). TikTok Live Shopping and E-Commerce Integration: Seamless Shopping Experiences. *Law and Economy*, *3*(2), 1. https://doi.org/10.56397/le.2024.02.01

Chen, P., & Kim, Y. G. (2014). Application of the Stimuli-Organism-Response (S-O-R) Framework to Online Shopping Behavior. *Journal of Internet Commerce*, *13*, 159. https://doi.org/10.1080/15332861.2014.944437

Darley, W. K., Blankson, C., & Luethge, D. J. (2010). Toward an integrated framework for online consumer behavior and decision making process: A review [Review of *Toward an integrated framework for online consumer behavior and decision making process: A review*]. *Psychology and Marketing*, *27*(2), 94. Wiley. https://doi.org/10.1002/mar.20322

Eklund, A., Edenbrandt, A. K., Rahm, J., & Johansson, M. (2024). The physical environment matters: room effects on online purchase decisions. *Frontiers in Psychology*, *15*, 1354419. https://doi.org/10.3389/fpsyg.2024.1354419

Erasmus, A., Boshoff, E., & Rousseau, G. (2010). Consumer decision-making models within the discipline of consumer science: a critical approach. *Journal of Family Ecology and Consumer Sciences / Tydskrif Vir Gesinsekologie En Verbruikerswetenskappe*, *29*(1). https://doi.org/10.4314/jfecs.v29i1.52799

Hermawan, I. (2024). How tiktok shop drives beauty product purchase intentions among moeslem gen Z women in Medan. *Indonesian Journal of Islamic Economics Research*, *6*(2), 132. https://doi.org/10.18326/ijier.v6i2.2495

Hong, P. T. T., & Anh, T. N. H. (2023). E-Trust in Social Commerce: A Comprehensive Review. *Advances in Economics, Business and Management Research/Advances in Economics, Business and Management Research*, 99. Atlantis Press. https://doi.org/10.2991/978-94-6463-348-1_10

Hu, T.-L., Chao, C., Hsieh, W.-K., & Lin, C.-H. (2025). The Impact Mechanism of Video Maturity and Content Empowerment on Purchase Intentions: A Case Study of Agricultural Tourism in Taiwan. *Sustainability*, *17*(7), 3195. https://doi.org/10.3390/su17073195

Jakubowska, D., Dąbrowska, A., Pachołek, B., & Sady, S. (2024). Behavioral Intention to Purchase Sustainable Food: Generation Z's Perspective. *Sustainability*, *16*(17), 7284. https://doi.org/10.3390/su16177284

Kalro, H., & Joshipura, M. (2023). Product attributes and benefits: integrated framework and research agenda. *Marketing Intelligence & Planning*, *41*(4), 409. https://doi.org/10.1108/mip-09-2022-0402

Kamran, M., Pitafi, Z. R., Awan, T. M., Ochinowski, T., & Szostak, M. (2024). From Clicks to Trust: Electronic Word of Mouth and Perceived Website Quality Versus E-Shopping Attitudes. *International Journal of Contemporary Management*, *60*(1), 252. https://doi.org/10.2478/ijcm-2024-0016

Kim, D.-E., Benavides-Espinoza, C., LaVetter, D., & Sung, J. (2016). *Journal of Physical Education and Sport*, *2016*(2). https://doi.org/10.7752/jpes.2016.02046

Kim, M., & Lennon, S. J. (2008). The effects of visual and verbal information on attitudes and purchase intentions in internet shopping. *Psychology and Marketing*, *25*(2), 146. https://doi.org/10.1002/mar.20204

Kim, Y. A., & Srivastava, J. (2007). *Impact of social influence in e-commerce decision making*. 293. https://doi.org/10.1145/1282100.1282157

Komari, A. (2023). Product quality as a mediating variable in repurchase decisions: The case of Indonesian skincare products. *Innovative Marketing*, *19*(3), 123. https://doi.org/10.21511/im.19(3).2023.11

Le, T. M., Vu, D. T., & Ly, N. T. H. (2025). Exploring the Interaction Between eWOM Information Characteristics and Purchase Intention on Tiktok. In *Springer proceedings in business and economics* (p. 1667). Springer International Publishing. https://doi.org/10.1007/978-981-96-4116-1_109

Madhavedi, S., Y, R. P., Hoo, W. C., Suhud, U., & Allan, M. (2025). Assessing the role of perceived quality and brand elements in shaping Indian consumers' purchase intentions for cosmetic skincare products. *International Journal of Innovative Research and Scientific Studies*, *8*(1), 2634. https://doi.org/10.53894/ijirss.v8i1.5037

Molinillo, S., Aguilar-Illescas, R., Anaya-Sánchez, R., & Liébana-Cabanillas, F. (2021). Social commerce website design, perceived value and loyalty behavior intentions: The moderating roles of gender, age and frequency of use. *Journal of Retailing and Consumer Services*, *63*, 102404. https://doi.org/10.1016/j.jretconser.2020.102404

Monika, Kapoor, D., & Gupta, P. (2023). An Assessment of Factors Influencing University Students' Intentions to Purchase Luxury Skincare Products. *ICST Transactions on E-Education and e-Learning*, *8*(3). https://doi.org/10.4108/eetel.v8i3.3214

Mustika, D. V., & Wahyudi, L. (2022). Does the Quality of Beauty E-commerce Impact Online Purchase Intention? The Role of Perceived Enjoyment and Perceived Trust. *International Journal of Economics Business and Management Research*, *6*(4), 199. https://doi.org/10.51505/ijebmr.2022.6415

Nyrhinen, J., Sirola, A., Koskelainen, T., Munnukka, J., & Wilska, T. (2023). Online antecedents for young consumers' impulse buying behavior. *Computers in Human Behavior*, *153*, 108129. https://doi.org/10.1016/j.chb.2023.108129

Pan, M., Blut, M., Ghiassaleh, A., & Lee, Z. W. Y. (2024). Influencer marketing effectiveness: A meta-analytic review [Review of *Influencer marketing effectiveness: A meta-analytic review*]. *Journal of the Academy of Marketing Science*, *53*(1), 52. Springer Science+Business Media. https://doi.org/10.1007/s11747-024-01052-7

Riswanto, A. L., Ha, S., Lee, S.-H., & Kwon, M. (2024). Online Reviews Meet Visual Attention: A Study on Consumer Patterns in Advertising, Analyzing Customer Satisfaction, Visual Engagement, and Purchase Intention. *Journal of Theoretical and Applied Electronic Commerce Research*, *19*(4), 3102. https://doi.org/10.3390/jtaer19040150

Shan, W., Wang, J., Shi, X., & Evans, R. (2023). The impact of electronic word-of-mouth on patients' choices in online health communities: A cross-media perspective. *Journal of Business Research*, *173*, 114404. https://doi.org/10.1016/j.jbusres.2023.114404

Tehrani, R., & Ramezanian, H. (2024). *Analyzing Influences on Consumer Attitudes Toward E-Commerce*. https://doi.org/10.31219/osf.io/ut75a

Tiwari, A. K., & Kumari, N. (2024). The Impact of Visual Appeal, Perceived Price, and Trust on Consumer Buying Intention Toward Cosmetic Products: an Analysis Using Structural Equation Modelling. In *Advances in economics, business and management research/Advances in Economics, Business and Management Research* (p. 456). Atlantis Press. https://doi.org/10.2991/978-94-6463-612-3_30

Wang, X.-Y. (2024). Digital Marketing Strategies and Consumer Engagement: Unveiling TikToks E-Commerce Dynamics. *Advances in Economics Management and Political Sciences*, *103*(1), 183. https://doi.org/10.54254/2754-1169/103/20242445

Who made purchases through TikTok Shop during March-May. (2025).

Xie, J., Li, M., Du, R., & Townsend, D. W. (2025). The Impact of Generative AI Models on Consumer Purchase Behavior in E-Commerce Platforms: Evidence from a Quasi-Natural Experiment. In *Lecture notes in business information processing* (p. 224). Springer Science+Business Media. https://doi.org/10.1007/978-3-031-94184-9_19

Xue, Y., Feng, T., & Chong, W. (2024). How technical and situational cues affect impulse buying behavior in social commerce? Evidence from bored consumers. *Frontiers in Psychology*, *15*. https://doi.org/10.3389/fpsyg.2024.1405189