

The Effect of Perceived Value, Interactive Storytelling Marketing, and Brand Awareness on Repeat Purchase (A Study of TikTok Users of MS Glow Skincare Products in the Jabodetabek Area)

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INFO	ABSTRACT
Submitted: 09 January 2026 Revised: 03 May 2026 Accepted: 09 June 2026 Available Online: 09 Juli 2026 Copyright ©2024 by Journal of Judikaltura (s) This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.  OPEN ACCESS Keywords: <i>Perceived Value, Interactive Storytelling Marketing, Brand Awareness, Repeat Purchase</i>	<i>The rapid expansion of social media based marketing particularly on TikTok has transformed how consumers interact with brands and develop long-term purchasing relationships. This phenomenon is especially prominent in the skincare industry, where experiential value, narrative engagement and brand recognition as an important role in forming consumer loyalty. This research aims to determine the effect of perceived value, interactive storytelling marketing, and brand awareness on repeat purchases of MS Glow skincare products among TikTok users in the Jabodetabek area. Respondents in this study were users who had previously purchased MS Glow products through TikTok Shop. The research used sampling method with non-probability sampling which is purposive sampling technique, and the total number of respondents was 305. The data collection instrument was a questionnaire distributed via Google Form. Data analysis methods included multiple linear regression, with classical assumption tests, hypothesis testing, and data processing using system SPSS 25. The results indicate that perceived value, interactive storytelling marketing, and brand awareness have a positive influence on repeat purchases. Simultaneously, the three independent variables significantly influence repeat purchase decisions.</i>

INTRODUCTION

The beauty industry in Indonesia is experiencing rapid growth as public awareness of selfcare and appearance increases. Competition is intensifying as various brands, both domestic and international, compete to offer superior product offerings (Kaemong et al., 2023). According to the Future Market Insights report (2025), the skincare market value is expected to get increase from USD 192.8 billion in 2025 to expectation total USD 432.1 billion in 2035, with an annual collected growth rate of 8.4%. With an estimated market value of IDR 146 trillion by 2024, the national beauty industry is supported by thousands of salons, barbershops, and retail outlets as economic drivers. In addition to producing cosmetics, the skincare sector also drives the growth of MSMEs and creates jobs (Badan Keahlian DPR RI, 2025).

Kementerian Koordinator Bidang Perekonomian (2025) shows that local brands are strengthening their position and Indonesian cosmetic exports recorded positive growth, reaching USD 770.8 million between January and November 2023. This shift indicates that foreign brands dominate the market, followed by increasingly competitive local brands. The dynamics of beauty trends in Indonesia show significant changes, particularly in public perceptions of skin color and ideal beauty standards. The image of Indonesian women's beauty is often identified with fair skin, reflecting Western cultural influences. This phenomenon is heavily influenced by East Asian

popular culture, particularly South Korea, which has successfully popularized the concept of healthy, moisturized, and natural skin as a symbol of modern beauty (Rohmiatika, 2023). A report from Retail Asia (2025) noted that Korean beauty brands have successfully established a strong presence in the Indonesian market due to their ability to adapt their products to the characteristics of Southeast Asian skin and the tropical climate. This has led Indonesian consumers to increasingly gravitate towards lightweight formulas, natural finishes, and a fresh-looking complexion without overdoing it.

E-commerce sales have become a primary channel for many beauty brands, the skincare segment dominates the market to category skincare, haircare, make up, fragrance, hygiene some products and others reaching more 35% of total sales, primarily fueled by increasing demand for anti-aging products, moisturizing, and skin-brightening products (Kashyap, 2024). This forces companies to develop digital strategies beyond physical stores. Therefore, in an increasingly competitive environment, digital marketing channels such as social media, e-commerce, and interactive content are crucial. The growth of digital marketing has transformed the way products interact with consumers, shifting from one-way communication to clearer interactions. Encouraging businesses to advance their marketing efforts through digital platforms requires leveraging digital platforms to capture consumer attention and provide easily accessible information. Companies must improve product quality and meet competitive needs, as well as identify factors that will guide their success (Razati et al., 2024). A survey by Populix (2020) confirms that shopping has become a significant lifestyle in Indonesia, indicating that e-commerce players need to adapt their marketing strategies and payment systems to align with the diverse needs of Indonesian consumers. The development of e-commerce has given rise to the phenomenon of social commerce, a business model in which social media platforms like TikTok directly integrate shopping features, changing the way consumers discover and facilitate their purchases. According to DataIndonesia.id (2025), the users of active TikTok in Indonesia has exceeded 185 million. TikTok now offers various transactional features such as TikTok Shop, live shopping, and cart links, which integrate consumer awareness.

Skincare products have become a leading force in the global beauty industry, driven by consumer demand for safe, highly effective solutions and a tendency to seek quality products with long-term benefits. According to a report by Kompas.co.id in the second quarter (April to June 2025), there was a shift in the beauty package category on e-commerce platforms. MS Glow successfully rose to the top spot with a market share of 7.26 percent, replacing Skintific, Wardah, Glad2Glow, and Scarlett (Kompas.co.id, 2025). Skin tone preferences are a crucial component for local brands to remain relevant in the fierce competition. For local companies like MS Glow, changing preferences serve as key signals for product innovation and communication strategies. MS Glow strives to present products that emphasize skin-healthy effects and create a natural "glow." Adapting to the shifting meaning of beauty is crucial for maintaining brand competitiveness in the ever-evolving national beauty industry.

LITERATURE REVIEW

According to Ali & Khan (2023) Digital marketing is exploring internet based technology to promote products, services interactively, measurably and targeted through various some channels such as like websites, user social media, email, search engines on digital devices. Increasing competition is driving companies to integrate digital advertising, interactive applications for users and systems to understand needs and increase customer satisfaction.

1. Perceived Value

In research by Wijaya & Fadli (2022), perceived value is defined as the perceived value of all steps in providing a product or service, focusing on the right customer at the right time, and influencing the marketplace by increasing customer satisfaction. Perceived value is the result of subjective consumer assessments formed through an evaluation process of various aspects inherent in the product and marketing platform. Perceived Value refers to individuals who have

different standards of assessment of a product but not only related to price but also looking at the functional, emotional and social aspects of the product (Maulana et al., 2025). Emphasizes that value is not an objective property of the product but the result of consumer interpretation of the overall consumption experience that describes the balance in the consumer's view. Research conducted by Blut et al. (2024) provides an overview of perceived value as a fundamental concept in marketing literature and is defined as an exchange between the benefits obtained from an offering with the sacrifices felt by the customer. The concept as a company's success because it plays a role in increasing customer satisfaction and loyalty, which ultimately drives long-term profitability. According to Widjaja in Surya et al. (2024), perceived value has dimensions: emotional value, social value, functional value, epistemic value, and conditional value.

2. Interactive Storytelling Marketing

According to Alexander in Cahyaningrum et al. (2025), storytelling marketing is defined as a communication medium used by companies to promote products through compelling storytelling and employing specific strategies to capture the audience's attention. This strategy not only conveys product information but also brings to life relevant values, experiences, and emotions for consumers. According to research by Fadilah & Huda (2024), the concept at storytelling in marketing is get art of conveying marketing messages through narratives that have plots, characters, conflicts, and resolutions. Good stories can create emotional experiences, fostering a sense of involvement and deep connection with the product. Interactive digital storytelling, based on socio-constructivism theory, illustrates that interactive experiences allow users to determine the storyline through choices and dialogue, increasing engagement, reflection, and emotional connection to the content presented (Petousi et al., 2022). Emphasizing the importance of two-way interaction and collaboration in creating meaningful experiences aligns with modern marketing management principles that focus on active consumer participation in the value creation process. The dialogue, which is at the core of collaborative learning in this research, illustrates a form of interactive communication in building closeness between brands and customers. According to ZA et al. (2021), storytelling marketing can be understood through the following four main components: action, communication, transmission, and knowledge.

3. Brand Awareness

Brand awareness can be defined as the recognition and recall by users, reflecting how quickly and within what context a brand is recognized by consumers within a specific brand category (Sutedjo & Sari, 2023). Brand awareness describes the extent to which consumers are able to recognize and recall a brand in various situations. According to Kotler and Keller in Brestilliani & Suhermin (2020), brand awareness is a consumer's ability to get identify a brand under some various conditions, as reflected in how well they recognize or recall the brand. Customers with a high level of brand awareness are able to get recognize brand elements spontaneously without some assistance. Research conducted by Maulida (2024) defines brand awareness as the extent to which a brand is embedded in consumers' memory and recognized as part of a specific product category. Awareness is a crucial factor in the purchasing decision-making process, as consumers tend to choose familiar brands because they feel secure and trustworthy. Brands with high awareness are generally perceived as having quality, reliability, and a good reputation, enabling them to build long-term relationships with consumers. Brand awareness contributes to effective marketing efforts and tends to result in incidental purchases, meaning they occur only on specific occasions. Siregar & Diniati (2025) outline four main components that can be used to measure brand awareness: recall, brand recognition, purchase consideration, consumption brand use.

4. Repeat Purchases

Repeat purchases are consumers tendency to repurchase the same product or brand within a certain period of time to achieve a similar experience (Natalia & Gede, 2023). Consumer behavior can be viewed as loyalty, often resulting from a purchase experience that leads to satisfaction, which influences consumer trust. According to Kotler & Keller as cited in Risma et al. (2024), repeat

purchases are a form of consumer behavior influenced by the level of satisfaction with a product or service consumed. When consumers are satisfied because the product quality, service, or user experience meets or even exceeds expectations, their tendency to repurchase the product increases. Customer get satisfaction acts as a link between the consumption experience with long-term loyalty. Repeat purchases of beauty products, especially skincare, confirm that factors such as trust, customer satisfaction, product quality, and perceived value are powerful elements in repeat purchase decisions. Consistent product quality, for example, leads to satisfaction, which then strengthens trust and repurchase intentions, while recommendations or reviews from other users serve as initial drivers that can be transformed into loyalty if the product experience meets customer expectations (Razati et al., 2024). Research by Almursyid et al. (2024) found that repeat purchasing behavior has several key characteristics that distinguish it from first-time or random purchases like satisfaction, perception consumers who make repeat purchases tend to perceive the product as "affordable, comfortable, trend-oriented, and supported by a strong brand image, social identity and commitment.

Repeat purchases describe a consumer's tendency to repurchase the same product or different service in the future after having a positive experience with the product. Basrah and Samsul in Yusup et al. (2021) proposed dimensions that can be measured by repeat purchases:

- 1) Transactional Intention: Consumers with high transactional intention typically have had a previous positive experience, thus developing a concrete intention to repurchase. For example, after experiencing good product quality, consumers begin to make rational and emotional decisions to repurchase without much second thought thus increasing the likelihood of loyalty.
- 2) Referential Intention: Describes consumers drive to recommend a product to others. Satisfied consumers typically not only want to repurchase but also want to share their positive experiences with their circle. This can take the form of direct recommendations, reviews on social media, or word-of-mouth promotion.
- 3) Preferential Intention: Relates to consumers tendency to have a primary choice or preference for a particular product over competing products. Consumers with high preferential interest will continue to choose that product even when there are other alternatives on the market.
- 4) Exploratory Interest: Consumer behavior that continually seeks additional information about a product of interest. Consumers with high exploratory interest will seek to update their knowledge about new features, variants, or advantages of the same product. Exploratory behavior indicates a long-term commitment, a desire to deepen the relationship with the brand, and strengthens repurchase decisions through consumer curiosity and enthusiasm for the product.

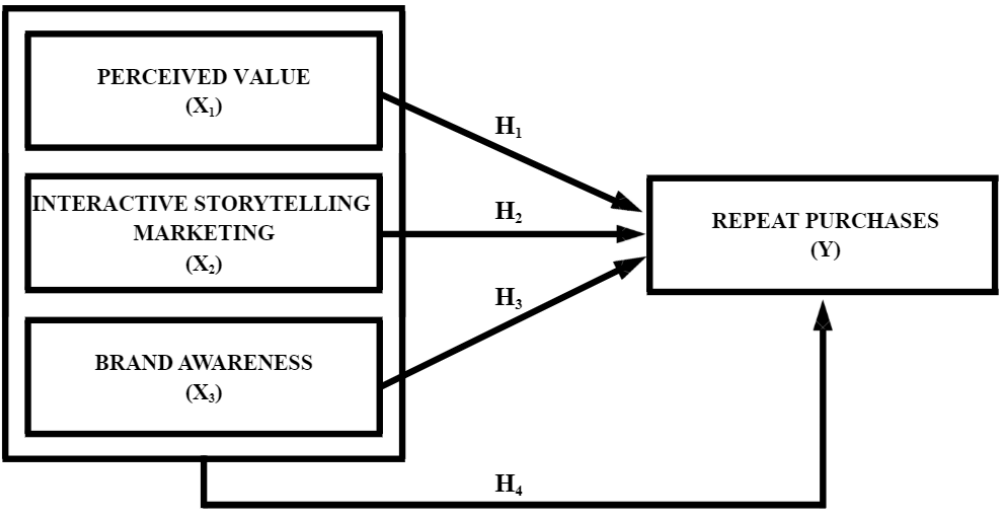


Figure 1. Research Framework

Independent Variables (X):

X1: Perceived Value

X1: Interactive Storytelling Marketing

X1: Brand Awareness

Dependent Variables (Y): Repeat Purchases

The researchers formulated the following hypotheses for this study:

- 1) H1a: Perceived value has a positive effect on repeat purchases.
- 2) H2a: Interactive storytelling marketing has a positive effect on repeat purchases.
- 3) H3a: Brand awareness has a positive effect on repeat purchases.
- 4) H4a: Perceived value, interactive storytelling marketing, and brand awareness have a positive simultaneous effect on repeat purchases.

METHODS

The research method used is a quantitative method collects numerical data based on statements through instruments such as questionnaires the results of which are then processed through statistical analysis to test the validity of the researcher's hypothesis. Primary data in this study were obtained directly from respondents who were part of the study population through a Likert-scale questionnaire distributed using Google Forms. The questionnaire was structured based on research variable indicators and pre-tested through validity and reliability to ensure measurement consistency. Secondary data was get obtained from accessible and relevant library sources, such as scientific journal articles, books, and research reports, as references for the research development. The research used a non-probability sampling technique, specifically the purposive sampling method, because the target population has unique characteristics and is not easily identified. The Slovin Formula was used to determine the sample size because the population was relatively large and the tolerable margin of error had been previously determined.

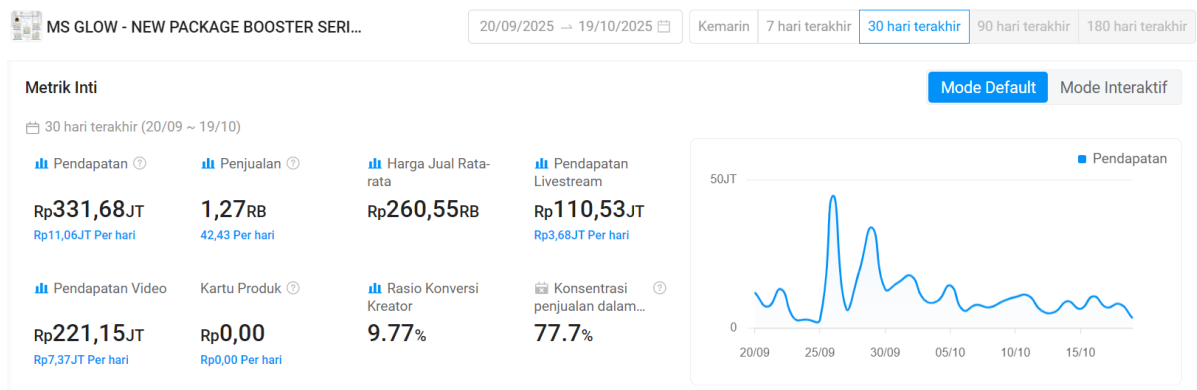


Figure 2. MS Glow Series Package Product Sales Data on TikTok E-Commerce

Kalodata.com (2025) shows the sales dynamics of the MS Glow Series Package on the TikTok e-commerce platform over the past 30 days, during the period from September 20 to October 19, 2025, total revenue reached approximately IDR 331,680,000, with an average sales volume of 1,270 products during that period, with an average selling price of around IDR 260,550 per unit. This pattern of variation provides insight into the intensity of consumer interaction with the product and indicates that the MS Glow customer population on TikTok is characterized by quite active shopping behavior. This information was used as the basis for determining the sample size in the study. By examining transaction and purchase volumes, researchers obtained a more accurate population size, allowing for proportional application of sampling methods such as the Slovin formula. The use of data ensures that the sample size reflects actual market conditions and

more validly depicts consumer behavior. The total number of transactions in the sales section is listed as 1.27,000, representing approximately 1,270 transactions in 30 days. Because this figure represents the total actual purchases for a specific period, it is appropriate to consider the population (N).

Referring to Sugiyono (2023), the error rate can be adjusted to the population conditions. A relatively homogeneous population allows for a slightly larger margin of error due to low variation, allowing the sample to adequately represent the population. Based on these characteristics, researchers chose a 5% margin of error as the midpoint, considered most proportional, considering the efficiency of data collection and the availability of research resources. Based on sales data for the past 30 days for MS Glow products on the TikTok e-commerce platform, the population (N) of TikTok users, some of whom have made repeat purchases of MS Glow, is approximately 1,270. By selecting a margin of error of $e = 0.05$ and for research purposes, the minimum sample size is 305 respondents.

RESULTS AND DISCUSSION

1. Mutiple Linier Regression Model Analysis

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3$$

$$Y = 2,779 + 0,194 (X_1) + 0,280 (X_2) + 0,304 (X_3)$$

- a. The regression results indicate that the constant value of 2.779 represents the baseline level of repeat purchase behavior when Perceived Value, Interactive Storytelling Marketing, and Brand Awareness are held at zero. This suggests that even in the absence of these explanatory variables, a basic level of repeat purchasing tendency remains present among consumers.
- b. Perceived Value ($\beta = 0.194$) demonstrates a positive effect on repeat purchase behavior. A one-unit increase in perceived value leads to a 0.194-unit increase in repeat purchases, assuming other variables remain constant. This finding implies that consumers evaluations of the balance between the benefits received and the costs incurred play an important role in encouraging repeat purchasing, although the magnitude of its influence is moderate compared to other variables in the model.
- c. Interactive Storytelling Marketing ($\beta = 0.280$) shows a stronger positive influence on repeat purchases. This indicates that a one-unit improvement in interactive storytelling marketing efforts increases repeat purchase behavior by 0.280 units, holding other variables constant. The result highlights the importance of engaging, narrative based, and interactive content particularly on TikTok in fostering emotional involvement and strengthening consumers intention to repurchase skincare products.
- d. Brand Awareness ($\beta = 0.304$) has the largest positive coefficient among the independent variables, suggesting that it is the most influential factor in driving repeat purchase behavior in this study. A one-unit increase in brand awareness leads to a 0.304 unit increase in repeat purchases, assuming other variables are constant. This finding indicates that consumers ability to recognize and recall the MS Glow brand plays a crucial role in sustaining repeat purchase decisions, surpassing the influence of perceived value and interactive storytelling marketing.

2. Partial Significance Test (t-test)

The partial significance test (t-test) was conducted to examine the individual effect of each independent variable Perceived Value, Interactive Storytelling Marketing and Brand Awareness on Repeat Purchases. An independent variable is considered to have a significant effect on the dependent variable if the probability value (p-value) is less than 0.05.

- a. The Perceived Value Variable on Repeat Purchases (H1) The Perceived Value variable has a calculated t-value of 4.329, which is greater than the t-table value determined using

the formula $df = n - k - 1$ $df = 305 - 3 - 1 = 301$, which is 1.968, and a significance value of $0.000 < 0.05$. Therefore, it can be concluded that the Perceived Value variable influences repeat purchases of MS Glow skincare products through TikTok e-commerce.

- b. The Interactive Storytelling Marketing Variable on Repeat Purchases (H2) The Interactive Storytelling Marketing variable has a calculated t-value of 6.985, which is greater than the t-table value of 1.968, and a significance value of $0.000 < 0.05$. Therefore, it can be concluded that the Interactive Storytelling Marketing variable influences repeat purchases of MS Glow skincare products through TikTok e-commerce.
- c. The Brand Awareness Variable on Repeat Purchases (H3) The Brand Awareness variable has a calculated t-value of 5.179, which is greater than the t-table of 1.968, and a significance value of $0.000 < 0.05$. Therefore, it can be concluded that the Brand Awareness variable influences repeat purchases of MS Glow skincare products through TikTok e-commerce.

The results of the t-test indicate that Perceived Value has a positive and significant effect on Repeat Purchases. This finding suggests that consumers' evaluations of the benefits received relative to the costs incurred significantly influence their decision to repurchase MS Glow skincare products. Interactive Storytelling Marketing also demonstrates a positive and significant effect on Repeat Purchases, indicating that engaging and interactive narrative-based content on TikTok plays an important role in encouraging consumers to make repeated purchases. Furthermore, Brand Awareness is found to have a positive and significant effect on Repeat Purchases, implying that consumers who are able to easily recognize and recall the MS Glow brand are more likely to continue purchasing the product. Overall, the t-test results confirm that each independent variable individually contributes to explaining repeat purchases.

3. Simultaneous Significance Test (F-test)

The simultaneous significance test (F-test) was performed to assess the collective effect of Perceived Value, Interactive Storytelling Marketing, and Brand Awareness on Repeat Purchase behavior. The F-test evaluates whether all independent variables jointly have a significant influence on the dependent variable. The decision criterion is based on a significance level of 0.05, where the regression model is considered statistically significant if the p-value is less than 0.05. The determination of the f table is $df = n - k - 1$, $df = 305 - 3 - 1 = 301$, so the f table is 2.63. Based on the F test results, it is known that the independent variables consisting of Perceived Value, Interactive Storytelling Marketing, and Brand Awareness simultaneously have a calculated F value of 114.762, which is greater than the F table value of 2.63, with a significance value of $0.000 < 0.05$. Therefore, it can be concluded that there is a simultaneous influence between Perceived Value, Interactive Storytelling Marketing, and Brand Awareness on Repeat Purchases of MS Glow skincare products among TikTok users in the Jabodetabek area.

4. Coefficient of Determination Analysis (R^2)

The coefficient of determination (R^2) was used to measure the proportion of variance in Repeat Purchase behavior that can be explained by the independent variables included in the regression model. The R^2 value indicates the explanatory power of the model, with higher values reflecting a stronger ability to explain variations in the dependent variable. Based on the processing results, the Adjusted R Square value is 0.529, which means that Perceived Value, Interactive Storytelling Marketing, and Brand Awareness influence Repeat Purchases by 52.9%, while 47.1% is influenced by other factors outside the model.

CONCLUSION

The conclusions of this study are drawn from the results of the data analysis and are intended to provide a clear summary of the main findings in accordance with the research objectives. The conclusions related to the influence of perceived value, interactive storytelling marketing, and brand awareness on repeat purchases of MS Glow skincare products among TikTok users in the

Greater Jakarta area are presented as follows.

- a. Based on the findings related to the perceived value variable, it can be concluded that perceived value has a positive and significant effect on repeat purchase behavior. The results indicate that consumers perceive the price of MS Glow skincare products as aligned with the benefits they obtain. This finding suggests that consumers' perceptions of product value play an important role in encouraging repeat purchase behavior.
- b. Based on the findings related to the interactive storytelling marketing variable, it can be concluded that this variable also has a positive and significant effect on repeat purchases. Consumers experience emotional involvement with the narratives delivered through the TikTok platform, which strengthens the relationship between consumers and the brand and subsequently increases repeat purchase decisions.
- c. Based on the findings related to the brand awareness variable, it can be concluded that brand awareness has a positive and significant effect on repeat purchases. Consumers are able to easily recognize and recall the MS Glow brand, which increases the likelihood that they will continue to choose and repurchase the product.
- d. Simultaneously, perceived value, interactive storytelling marketing, and brand awareness are proven to jointly influence repeat purchase behavior. This indicates that experiential value, narrative based engagement, and strong brand recognition are key factors in driving consumer loyalty toward MS Glow skincare products on digital platforms.

The findings show that perceived value, particularly the price to benefit ratio plays a significant role in repeat purchase behavior. Consumers are more likely to repurchase MS Glow skincare products when the benefits received are perceived to be aligned with the price paid. Therefore, it is recommended that MS Glow maintain a value based strategy by consistently balancing product pricing with both functional and emotional benefits, supported by clear information and a consistent product experience.

The results also indicate that interactive storytelling marketing significantly influences repeat purchases through emotional engagement. Accordingly, MS Glow is encouraged to continue developing creative and relevant storytelling content on TikTok that resonates with consumers' experiences. Collaboration with influencers and content creators, combined with interactive elements, can strengthen consumer engagement and increase the likelihood of repeat purchasing.

Brand awareness, particularly ease of brand recognition, is found to be a key factor in driving repeat purchases. Thus, it is recommended that MS Glow maintain consistent brand elements across all marketing channels and strengthen its digital presence, especially on TikTok, to reinforce brand recall and encourage continued product selection.

Overall, the study suggests that integrating perceived value, interactive storytelling marketing, and brand awareness into a cohesive digital marketing strategy is essential for sustaining repeat purchase behavior in the competitive skincare market.

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Data Availability

The data used to support the findings of this study were obtained through a structured survey

conducted as part of an thesis. All relevant data are presented within this article. Additional data related to the research findings may be made available by the author upon reasonable request, subject to ethical considerations and data confidentiality.

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Conflict of Interest

The author declares that there are no competing financial interests or personal relationships that could have influenced the outcomes or interpretations of this research.

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