

TikTok Digital Marketing Effectiveness and Cosmetic Sales: Evidence from Aella Store Ambon in an Islamic Business Perspective

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Abstract

The shift toward social-media-based shopping has encouraged micro, small, and medium enterprises (MSMEs) to use TikTok as a major marketing channel, particularly in the visually intensive cosmetics sector. This study examines the effect of TikTok post-based digital marketing effectiveness on cosmetic product sales at Aella Store Ambon while incorporating honesty and transparency from an Islamic business perspective. An associative quantitative design with purposive sampling was applied. From 83 initial respondents, 63 valid responses remained after outlier screening. Primary data were collected using a five-point Likert questionnaire and analyzed with validity and reliability tests, classical assumption tests, simple linear regression, a t-test, and the coefficient of determination using SPSS. The regression model was $Y = 2.865 + 0.388X$. The calculated t-value of 13.248 exceeded the critical value of 1.9996 with $p = 0.001$, supporting the hypothesis that TikTok-based digital marketing effectiveness positively and significantly affects cosmetic sales. $R^2 = 0.742$ indicates that the model explains 74.2% of sales variation. The study extends prior work that largely focuses on purchase intention or engagement by demonstrating an association with actual sales and by positioning honesty, transparency, ethical communication, and product-promotion consistency as integral dimensions of effective digital marketing in an Islamic business context.

Keywords: digital marketing; TikTok; cosmetic sales; Islamic business; MSMEs

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INTRODUCTION

Rapid developments in information and communication technology have fundamentally changed the global economic landscape, including the transition from conventional marketing to digital marketing. Digital channels allow firms to reach consumers more broadly, rapidly, and efficiently and have therefore become increasingly important in competitive markets (Dwivedi et al., 2021; Kotler, Kartajaya, & Setiawan, 2021). Social media has

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evolved from a communication tool into an interactive promotional channel that can build trust and influence purchasing decisions (Tiago & Veríssimo, 2021).

Among social media platforms, TikTok has grown rapidly and has become a highly relevant digital marketplace in Indonesia. Its For You Page algorithm distributes content according to user preferences, allowing content to gain wide exposure without depending solely on follower counts (Omar & Dequan, 2020). This feature supports the “TikTok made me buy it” phenomenon, in which viral content can stimulate purchasing behavior, particularly among younger consumers (Prabawati & Fadhillah, 2024). The cosmetics industry is especially compatible with short-form video because product demonstrations, reviews, tutorials, before-after content, and live selling depend heavily on visual presentation.

A similar development is evident in Ambon. Aella Store Ambon, a cosmetics and skincare retailer, actively uses TikTok through product showcases, reviews, tutorials, and live-selling activities. Although these activities are intensive, their contribution to actual sales rather than merely views or online interaction has not been empirically established. This creates a relevant research problem for local MSMEs that increasingly depend on platform-based marketing.

Previous studies generally link social media or TikTok marketing to purchase intention, consumer engagement, buying behavior, or purchase decisions (Cheung et al., 2020; Kaur et al., 2021; Omar & Dequan, 2020; Fitriani et al., 2023; Prabawati & Fadhillah, 2024). Direct evidence concerning actual sales remains limited, particularly for MSMEs in Eastern Indonesia. Research that integrates digital marketing effectiveness with Islamic business principles such as honesty (shiddiq), transparency, ethical communication, and consistency between promotional claims and actual products is also limited. Accordingly, this study contributes by testing the effect of TikTok post-based digital marketing effectiveness on actual cosmetic sales at a local MSME and by embedding ethical-sharia dimensions within the marketing effectiveness construct. The study aims to determine whether TikTok-based digital marketing effectiveness has a positive and significant effect on cosmetic product sales at Aella Store Ambon.

LITERATURE REVIEW

Digital Marketing Effectiveness and TikTok

Marketing effectiveness refers to the extent to which marketing programs create customer value while achieving organizational objectives (Kotler & Keller, 2021). In this study, TikTok digital marketing effectiveness is represented by eight indicators: posting frequency, content quality,

engagement, content virality, honesty in promotion, product-information transparency, marketing communication ethics, and consistency between the promoted and actual product. The final four indicators explicitly represent the Islamic business dimension of the construct.

Digital marketing uses internet-based technologies and social media to reach consumers efficiently, interactively, and measurably (Dwivedi et al., 2021; Tiago & Verissimo, 2021). TikTok is particularly relevant because its algorithmic distribution, short-form video, and interactive format enable product showcases, tutorials, reviews, live selling, hashtag-based campaigns, and brand storytelling. Data-driven approaches further allow marketers to understand consumer behavior and design more focused strategies (Hamizar et al., 2024).

Cosmetic Sales

Sales represent the realization of marketing activity through transactions and revenue generation (Kotler & Armstrong, 2021). In a digital context, sales may be influenced by the content consumers encounter before purchasing. This study measures cosmetic sales using four indicators: sales volume, sales value, purchase frequency, and sales growth. These indicators are intended to capture sales performance more directly than purchase intention alone.

Consumer Trust and Islamic Business Perspective

Trust is important in online transactions (Bashir et al., 2022). From an Islamic business perspective, trust should be supported by honesty (shiddiq), trustworthiness, transparency, and the avoidance of gharar or misleading uncertainty. Islamic marketing ethics can strengthen consumer trust and purchasing decisions (Hidayat & Al-Banna, 2021), while business responsibility for accurate product information should continue beyond the transaction into the postmarket phase (Thalhah et al., 2025). For Aella Store Ambon, effective TikTok marketing is therefore considered inseparable from truthful and transparent communication.

Previous Studies and Hypothesis Development

Prior evidence shows a consistent relationship between social media marketing and consumer outcomes. Cheung et al. (2020) reported a significant effect on consumer engagement; Kaur et al. (2021) linked social media marketing to purchase intention; Omar and Dequan (2020) associated TikTok use with buying behavior; Fitriani et al. (2023) found that TikTok advertising influenced cosmetic purchase decisions; and Prabawati and Fadhilla (2024) showed that information quality and credibility on TikTok affected cosmetic purchase intention through information adoption. This study extends those findings by focusing on actual sales at a specific local MSME and by integrating Islamic ethical dimensions directly into the marketing effectiveness construct.

H1: TikTok post-based digital marketing effectiveness has a positive and significant effect on cosmetic product sales at Aella Store Ambon.

RESEARCH METHOD

This study used a quantitative associative design to examine the effect of TikTok-based digital marketing effectiveness (X) on cosmetic product sales (Y) at Aella Store Ambon. The research object comprised consumers who knew or had purchased cosmetic products from the store.

The population consisted of all consumers who knew or had purchased products from Aella Store Ambon; the exact population size was unknown. Non-probability purposive sampling was therefore used with three criteria: respondents lived in Ambon City, had viewed Aella Store Ambon TikTok content, and had purchased cosmetic products from the store. Following the minimum sample guideline of five to ten respondents per indicator (Hair et al., 2021), 12 indicators required at least 60 respondents. Data collection initially produced 83 responses; after outlier screening, 63 responses were retained for analysis.

Primary data were collected through a closed-ended questionnaire distributed through Google Forms, with offline distribution when needed. All items used a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Secondary data were obtained from scientific journals, previous studies, and reference books.

Instrument validity was assessed using Corrected Item-Total Correlation, with r-count required to exceed r-table = 0.2480 (df = 61; α = 0.05). Reliability was evaluated using Cronbach's Alpha with a minimum threshold of 0.70. Classical assumptions included the One-Sample Kolmogorov-Smirnov normality test and the Glejser heteroskedasticity test. Simple linear regression used $Y = a + bX$. The hypothesis was tested using a partial t-test (df = 61; α = 0.05; t-table = 1.9996), while R^2 measured the explanatory contribution of TikTok digital marketing effectiveness to sales.

FINDINGS AND DISCUSSION

Respondent Profile

Of the 63 valid respondents, 55 (87.3%) were women and 8 (12.7%) were men. Most respondents were aged 21–25 years (47 respondents; 74.6%), followed by 17–20 years (11; 17.5%) and 26–30 years (5; 7.9%). No respondents were older than 30 years. This profile indicates that Aella Store Ambon's cosmetic consumers in the sample were predominantly young adult women, a demographic that is highly exposed to digital beauty content.

Table 1.
Respondent Profile

Characteristic	Category	Frequency	Percentage
Gender	Male	8	12.7%
	Female	55	87.3%
	Total	63	100.0%
Age	17–20 years	11	17.5%
	21–25 years	47	74.6%
	26–30 years	5	7.9%
	31–40 years	0	0.0%
	> 40 years	0	0.0%
	Total	63	100.0%

Source: Processed primary data, 2026

Instrument Quality and Classical Assumptions

All 18 items measuring TikTok Digital Marketing Effectiveness (X) and all 8 items measuring Cosmetic Product Sales (Y) had Corrected Item-Total Correlation values above 0.2480 and were therefore valid. Cronbach's Alpha was 0.914 for X and 0.802 for Y, indicating strong internal consistency. The residuals also met the tested classical assumptions: the Kolmogorov-Smirnov significance value was 0.195 (> 0.05), and the Glejser significance value was 0.381 (> 0.05), indicating normality and no evidence of heteroskedasticity.

Table 2.
Instrument Quality and Classical Assumption Tests

Test / Variable	Result	Criterion	Conclusion
Validity: X and Y items	All r-count > 0.2480	$r\text{-count} > r\text{-table}$	All items valid
Reliability: X	Cronbach's Alpha = 0.914	$\alpha \geq 0.70$	Very reliable
Reliability: Y	Cronbach's Alpha = 0.802	$\alpha \geq 0.70$	Reliable
Normality	Sig. = 0.195	Sig. > 0.05	Residuals normally distributed
Heteroskedasticity	Glejser Sig. = 0.381	Sig. > 0.05	No heteroskedasticity

Source: Processed primary data using SPSS, 2026

Regression and Hypothesis Testing

The simple linear regression produced $Y = 2.865 + 0.388X$. The positive coefficient indicates that higher TikTok digital marketing effectiveness is associated with higher cosmetic sales. The calculated t-value was 13.248, exceeding $t\text{-table} = 1.9996$, with $p = 0.001$. H1 was therefore supported. The R^2 value of 0.742 indicates that TikTok digital marketing

effectiveness explained 74.2% of the variation in cosmetic sales, while 25.8% was associated with factors outside the model.

Table 3.

Regression and Hypothesis Test Results

Parameter	Value
Constant (a)	2.865
Regression coefficient (b)	0.388
t-count	13.248
t-table (df = 61; α = 5%)	1.9996
Significance	0.001
R Square (R ²)	0.742 (74.2%)
Decision	H0 rejected; H1 supported

Source: Processed primary data using SPSS, 2026

Discussion

The findings provide empirical evidence that effective TikTok marketing is positively associated with cosmetic sales at Aella Store Ambon. The result is consistent with Kaur et al. (2021), who found that social media marketing influences purchase intention, and Cheung et al. (2020), who demonstrated its role in consumer engagement. This study extends those findings from psychological or behavioral intentions to reported sales performance. The relatively high R² suggests that, in this local MSME context, TikTok functions as a strategically important sales-supporting channel rather than merely a complementary promotional medium.

The result also aligns with Omar and Dequan (2020), who emphasized TikTok's influence on buying behavior through its algorithmic reach, and with Fitriani et al. (2023) and Prabawati and Fadhilla (2024), who found positive effects of TikTok promotion and information credibility on cosmetic purchasing outcomes. The present study differs by using a structured eight-indicator marketing effectiveness construct and by focusing on one cosmetics MSME in Ambon.

An important contribution concerns the integration of honesty, transparency, ethical communication, and product-promotion consistency into the marketing effectiveness construct. The high reliability of X (Cronbach's Alpha = 0.914) shows that respondents treated these dimensions coherently with conventional digital marketing dimensions. This supports the view that Islamic marketing ethics can strengthen trust and purchasing decisions (Hidayat & Al-Banna, 2021) and that responsible product information remains important beyond the point of transaction (Thalhah et al., 2025). In a socially connected local market such as Ambon, truthful content may therefore be important for sustaining trust and repeat purchases, although this longer-term mechanism was not directly tested in the cross-sectional design.

The remaining 25.8% of sales variation was not explained by TikTok marketing effectiveness. Factors such as price, product quality, service quality, consumer trust, and perceived product authenticity may also shape sales outcomes (Kotler & Armstrong, 2021). Thus, although TikTok appears to be a strong marketing lever in this study, sustainable sales growth is likely to depend on broader retail and product fundamentals.

CONCLUSIONS

TikTok post-based digital marketing effectiveness has a positive and statistically significant effect on cosmetic product sales at Aella Store Ambon. The regression coefficient of 0.388 indicates a positive relationship, while $t = 13.248$ with $p = 0.001$ supports H1. The model explains 74.2% of sales variation ($R^2 = 0.742$). For Aella Store Ambon, the findings support maintaining consistent and creative TikTok content while preserving accurate product information, honesty, transparency, and ethical communication. Consumers should remain selective and consider product quality and safety when responding to social-media content. The findings also indicate that digital marketing effectiveness in an Islamic business context can be understood not only through reach, engagement, and virality, but also through the ethical quality of promotional communication.

LIMITATION & FURTHER RESEARCH

This study is cross-sectional, examines a single MSME, uses purposive sampling, and tests only one independent variable. Sales are measured through consumer perceptions rather than audited transaction records. Future studies should include variables such as price, product quality, service quality, consumer trust, and product authenticity; use larger and more diverse samples; compare multiple businesses or locations; and consider longitudinal designs or actual transaction data to examine whether truthful and transparent TikTok content contributes to sustainable sales over time.

AUTHOR CONTRIBUTION

All authors have read and approved the final version of the paper.

DECLARATION OF INTEREST

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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