

ABSTRACT

As the skincare industry in Indonesia rapidly develops, a phenomenon known as Homophily has emerged. Homophily refers to the tendency of individuals to build relationships and interactions with others who share similar characteristics such as values, interests, attitudes, and backgrounds. Skintific, one of the top-selling skincare brands in 2024, successfully leveraged this phenomenon through TikTok.

This study aims to examine how Homophily influences consumers' purchase intention towards Skintific through Customer Participation Behaviour on TikTok, particularly among users aged 18–34 in Jakarta. It also seeks to identify the extent to which consumers engage in participatory activities such as liking, commenting, sharing, and creating content related to Skintific. Accordingly, this research evaluates whether the perceived similarity between consumers and beauty influencers affects participatory behaviour that leads to purchase intention.

The research method used is quantitative with a descriptive and causal approach. The population consists of TikTok users in Jakarta who are familiar with Skintific products, with a sample of 384 respondents selected using purposive sampling. Data were analyzed using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method with the help of SmartPLS 4.0 software.

The results indicate that Homophily has a positive and significant effect on Customer Participation Behaviour, and Customer Participation Behaviour positively affects purchase intention. Furthermore, Homophily indirectly influences purchase intention through Customer Participation Behaviour. The conclusion of this study is that Homophily plays a crucial role in shaping Customer Participation Behaviour and increasing purchase intention through interactions built on social media platforms like TikTok. This research can serve as a reference for skincare brands in designing digital marketing strategies based on audience similarity.

Suggestions for future research include expanding the geographical scope and considering additional variables such as brand trust or perceived consumer risk to gain a more comprehensive understanding.

Keywords : *Homophily, Customer Participation Behaviour, Purchase Intention, Skintific, TikTok.*