

**From Virality to Intention: The Role of Perceived  
Quality and Brand Trust in TikTok Marketing of Korean  
Beauty Products**



**UNDERGRADUATE THESIS**

Submitted as one of the requirements  
to complete the Bachelor Program (S1) of  
Faculty of Economics and Business  
Diponegoro University

**FEB UNDIP**

Written by:

**FILA TIFARA SUMDRINO  
NIM. 12010121190115**

**FACULTY OF ECONOMICS AND BUSINESS  
DIPONEGORO UNIVERSITY**

**2025**