

How Social Media Drives Purchase Intention: The Role of Brand Image in Local Skincare

Uswatun Kasanah¹

¹ Manajemen, Fakultas Ekonomi dan Bisnis Universitas Alma Ata, Yogyakarta, Indonesia

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh social media marketing terhadap purchase intention yang dimediasi oleh brand image pada produk Scora Skincare Moisturizer di Kabupaten Sleman. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik analisis Structural Equation Modeling - Partial Least Square (SEM-PLS) berbasis SmartPLS 4. Data dikumpulkan melalui kuesioner yang dibagikan kepada 180 responden yang merupakan pengguna produk moisturizer Scora di Kabupaten Sleman. Hasil analisis menunjukkan bahwa social media marketing memiliki pengaruh positif dan signifikan terhadap brand image dan purchase intention. Selain itu, brand image juga berpengaruh positif dan signifikan terhadap purchase intention. Temuan lain menunjukkan bahwa brand image memediasi secara signifikan hubungan antara social media marketing dan purchase intention. Temuan ini mendukung kerangka Theory of Planned Behavior (TPB), yang menyatakan bahwa perilaku konsumen dipengaruhi oleh niat yang terbentuk dari sikap, norma subjektif, dan persepsi kontrol perilaku. Implikasi dari penelitian ini memberikan wawasan bagi pemilik merek lokal seperti Scora untuk memaksimalkan strategi pemasaran melalui media sosial dan membangun citra merek yang kuat guna meningkatkan minat beli konsumen.

Kata Kunci: Social Media Marketing, Brand Image, Purchase Intention, Theory of Planned Behavior, Skincare Lokal

Abstract

This study aims to analyze the influence of social media marketing on purchase intention mediated by brand image, focusing on Scora Skincare Moisturizer products in Sleman Regency. A quantitative approach was applied using Structural Equation Modeling - Partial Least Square (SEM-PLS) with SmartPLS 4. Data were collected via questionnaires distributed to 180 respondents, who were users of Scora moisturizer products in Sleman. The results reveal that social media marketing has a positive and significant effect on both brand image and purchase intention. Moreover, brand image positively and significantly affects purchase intention. The study also confirms that brand image significantly mediates the relationship between social media marketing and purchase intention. These findings align with the Theory of Planned Behavior (TPB), which explains that behavioral intentions are shaped by attitudes, subjective norms, and perceived behavioral control. The implications suggest that local brands like Scora should optimize their social media strategies and strengthen brand image to enhance consumer buying intentions.

Keywords: Social Media Marketing, Brand Image, Purchase Intention, Theory of Planned Behavior, Local Skincare

Correspondence:

Uswatun Kasanah,
Manajemen, Fakultas Ekonomi
dan Bisnis Universitas Alma
Ata, Yogyakarta, Indonesia.
E-mail:

202400253@almaata.ac.id

Submitted: 10 January 2025

Revised: 20 January 2025

Accepted: 25 January 2025

Published: 15 February 2025

E-ISSN: xxxx-xxxx

DOI: xxxxxxxx

Copyright @Author (2025).
This article is published under
the Attribution- ShareAlike 3.0
International (CC BY-SA 3.0)
licence

Introduction

Technological advancements are key drivers of global change, shaped by continuous innovation, scientific progress, and investment (Li et al., 2024). Compared to traditional mass media, social media marketing offers more affordable and flexible solutions (Tran Thi My, 2021). In Indonesia's creative economy, social media has become one of the most widely used platforms (Goddess et al., 2022). The digital era enables various aspects of daily life, including marketing particularly in the beauty industry to shift online (Et al., 2022). As people become more beauty-conscious, demand for cosmetic and skincare products has grown significantly (Faritzal & Powerful, 2022). Skincare refers to the practice of maintaining healthy skin using specific products, predominantly by women, though increasingly by men as well (Jiang & Zhao, 2021). In tropical countries like Indonesia, constant exposure to sunlight and humidity makes skincare essential to prevent skin damage (Putri, 2021). The rise of local cosmetic brands offering quality and affordable products has contributed to the growth of Indonesia's skincare industry (Ningsih & Saputra, 2024).

Scora Skincare is a local Indonesian brand based in East Jakarta, founded in 2023 by Syafira Albar. The brand emphasizes natural ingredients and offers products such as moisturizers and facial cleansers. Its flagship product, *Scora 5% Niacinamide Hydramoist Gel*, is known for improving skin tone, brightness, and preventing aging signs. This product has become a favorite among beauty enthusiasts. The rise of e-commerce in beauty globally and in Indonesia reflects strong repurchase intentions (Aditha et al., 2022). In Sleman Regency, DIY, local brands like Scora and Glowsophy are increasingly popular among skincare consumers. Social media now plays a central role in information exchange, experience sharing, and opinion shaping (Ali & Naushad, 2023). The advancement of smartphones has enhanced communication and access to product information (Wijaya et al., 2021). Social media enables businesses to engage with consumers and promote their products effectively (Armawan et al., 2023). It boosts brand visibility and credibility, which in turn can influence purchase intention (Chrisniyanti & Fah, 2022). Moreover, it enhances marketing effectiveness and helps build long-term customer relationships (Nur & Huda, 2022).

This study adopts the Theory of Planned Behavior (TPB) to analyze consumer purchase intention. TPB suggests that behavior is guided by behavioral intentions, which are shaped by attitudes, subjective norms, and perceived behavioral control (Carfora et al., 2019; Tian et al., 2023; Yulita Amalia & Fauziah, 2019; Thongkruer & Wanarat, 2023). However, prior studies have yielded inconsistent results. For instance, research by Wijaya et al. (2021) found no significant effect of social media marketing on purchase intention. Similarly, Ari Wijaya et al. (2021) also concluded that increased social media marketing does not necessarily lead to higher purchase intention. In contrast, other studies found a significant positive relationship between social media marketing and purchasing decisions (Aji et al., 2020). Moreover, brand image has been shown to mediate the relationship

between social media marketing and purchase intention (Savitri et al., 2021). It plays a crucial role in attracting consumer interest through social media. Given these research gaps, this study aims to explore the effect of social media marketing on purchase intention with brand image as a mediating variable, focusing on Scora Skincare's moisturizer products in Yogyakarta City. Purchase intention refers to the consumer's behavior prior to making a purchase decision for a desired product or service (Musfira & Astuti, 2024).

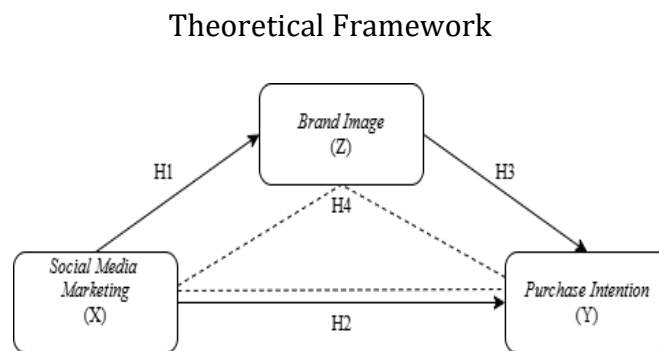


Figure 1. Research Thinking Framework

Methodology

This study adopts a quantitative research approach to examine the effect of Social Media Marketing on Purchase Intention, with Brand Image as a mediating variable. Quantitative research is used to explore relationships between variables, compare groups, and analyze data statistically (Hirose & Creswell, 2023). It typically involves the use of numerical data and statistical modeling to illustrate the connection between independent and dependent variables (Sarstedt et al., 2020). This method is effective for hypothesis testing and identifying variable interactions (Sihotang, 2023).

Data were collected using a structured questionnaire, which was adapted from prior validated instruments (Dhisasmito & Kumar, 2020). The target population of this research consists of Scora Skincare Moisturizer consumers, with a sample drawn to represent the broader population. The data analysis was conducted using Structural Equation Modeling with Partial Least Squares (SEM-PLS), employing Smart PLS 4 software. SEM-PLS was chosen for its ability to assess complex relationships and mediating effects among constructs in a predictive and exploratory model (Ali et al., 2022).

Data analysis

1. Results of Respondent Characteristics Based on Age

The research results of the characteristics of respondents based on age. It can be concluded that of the 180 respondents in this study, 18.33% of respondents were aged 15 to 20 years, 68.33% of respondents were aged 21 to 25 years, and 13.33% of respondents were aged 26 to 35 years. From the results of this study, it can be concluded that most users of Moisturizer scora are aged 21 – 25 years.

Tabel 1. Data Primer

No	Age	Frekuensi	Persen
1	15 – 20 years	33	18,33%
2	21 – 25 years	123	68,33%
3	26 – 35 years	24	13,33%
Total		180	100%

Source: Processed data, 2025

2. Results of Respondent Characteristics Based on Domicile

The results of the research from 180 respondents from the percentage of domicile (place of residence) of respondents in this study can be seen in the following table: Table 2 above shows that 100% of respondents reside in Sleman. Therefore, the respondents we collected from the Sleman area of Yogyakarta used Scora moisturizer.

Table 2. Domicile Data

No.	Domicile	Frequency	Persen%
1.	Sleman	180	100%
Total		180	100%

Source: Processed data, 2025

3. Results of Respondent Characteristics Based on the Number of Times They Purchased Scora Skincare Moisturizer Products.

The research results obtained 180 respondents, related to the percentage of frequency of use of respondents can be seen in the following data.

Table 3. Moisturizer User Data

No	frequency of use	Frequency	Persen%
1	1 time	81	45%
2	2 time	44	24,4%
3	More than 2 times	55	30,6%
Total		180	100%

Source: Processed data, 2025

Based on table 3, it explains that 81 respondents used Scora Moisturizer once (45%), 44 respondents used Scora Moisturizer twice (24.4%), and 55 respondents used Scora Moisturizer more than twice (30.6%). Therefore, the majority of respondents obtained by the researcher used Scora moisturizer once.

Convergent Validity Test Results

Convergent validity refers to the degree to which a construct explains the variance of its indicators. According to Hair et al. (2021), a minimum Average Variance Extracted (AVE) value of 0.50 is considered acceptable. An AVE of 0.50 or higher indicates that the construct explains at least 50% of the variance in its observed indicators, demonstrating sufficient convergent validity. As shown in Table 4, the measurement results using factor loadings confirm that all constructs have AVE values above 0.50, indicating that the indicators are valid in representing their respective constructs. Therefore, the model meets the threshold for convergent validity and supports the reliability of the measurement.

Table 4. Convergent Validity

Information	Brand Image	Purchase Intention	Social Media Marketing
Brand Image 1	0,847		
Brand Image 2	0,778		
Brand Image 3	0,837		
Purchase Intention 1		0,789	
Purchase Intention 2		0,818	
Purchase Intention 3		0,781	
Purchase Intention 4		0,766	
Purchase Intention 5		0,758	
Purchase Intention 6		0,731	
Social Media marketing 1			0,789
Social Media marketing 2			0,789
Social Media marketing 3			0,735
Social Media marketing 4			0,726
Social Media marketing 5			0,805
Social Media marketing 6			0,796
Social Media marketing 7			0,761
Social Media marketing 8			0,785
Social Media marketing 9			0,785
Social Media marketing 10			0,789

Source: Processed data, 2025

4. Results of Discriminant Validity Test

Discriminant validity was evaluated using the Heterotrait-Monotrait Ratio (HTMT), which represents the average correlation between indicators of different constructs. A high HTMT value may indicate a lack of discriminant validity. According to Henseler et al. (2015), and further supported by Hair et al. (2021), an HTMT value below 0.90 is generally acceptable, while a more conservative threshold of 0.85 is recommended in certain contexts. As presented in Table 5, all constructs in this study fulfill the criteria for discriminant validity. The HTMT value between brand image and purchase intention is 0.831, below the 0.85 threshold, indicating valid discriminant validity. The HTMT value between social media marketing and brand image is 0.762, and between social media marketing and purchase intention is 0.792—both values are well below 0.90, thus confirming adequate discriminant validity across all construct pairs.

Table 5. Results of Discriminant Validity Test

	BI (Z)	PI (Y)	SMM (X)
BI (Z)			
PI (Y)	0,831		
SMM (X)	0,762	0,792	

Source: Processed data, 2025

1. Reliability Test

Reliability refers to the internal consistency of measurement items within the same construct. In Partial Least Squares Structural Equation Modeling (PLS-SEM), one of the primary indicators used to assess reliability is composite reliability (rho_c). According to Hair et al. (2021), a rho_c value above 0.70 indicates that the construct demonstrates acceptable internal consistency and is considered reliable. As presented in Table 4.6, the composite reliability (rho_c) values for all constructs exceed the threshold of 0.70. Therefore, all variables in the model are confirmed to meet the required reliability standards.

Table 6. reliability test

	Composite reliability (rho_c)
BI (Z)	0,861
PI (Y)	0,900
SMM (X)	0,937

Source: Processed data, 2025

2. R-Square

The R-Square value of the brand image variable shows a value of 0.417, indicating that the social media marketing variable is able to explain the brand image variable by 41.7%, so it can be concluded that the model is considered moderate (acceptable). While the R-Square value of the purchase intention variable is 0.592, indicating that the social media marketing and brand image variables are able to explain the purchase intention variable by 59.2%, so it can be concluded that the model is considered moderate (acceptable).

Table 7. R-Square

	R Square	R-square adjusted
BI (Z)	0,417	0,414
PI (Y)	0,592	0,588

Source: Processed data, 2025

3. Effect Size Mediation

Based on the calculations, the role of brand image in mediating the indirect influence of social media marketing on purchase intention at the structural level is classified as a medium influence.

Pengaruh	Statistik Upsilon (v)	Keterangan
SMM (X) -> BI (Z) -> PI (Y)	$0,646^2 \times 0,377^2 = 0,059$	Pengaruh mediasi medium

Source: Processed data, 2025

4. Path Coefisien

Social media marketing has a positive and significant effect on brand image with an original sample value of 0.646. The T-statistic value of 10.988 is greater than 1.989 (t-table). This is also indicated by the P value of $0.000 < 0.05$. Social media marketing has a positive and significant effect on purchase intention, with an original sample value of 0.470. The T-statistic value of 6.533 is greater than 1.989 (t-table). This is also indicated by the P value of $0.000 < 0.05$. Brand image has a positive and significant effect on purchase intention, with an original sample value of 0.377. The T-statistic value of 4.796 is greater than 1.989 (t-table). This is also indicated by the P value of $0.000 < 0.05$.

Table 9. Path Coefisien

	Original Sample (O)	Sample Mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
SMM (X) -> BI (Z)	0,646	0,652	0,059	10,988	0,000
SMM (X) -> PI (Y)	0,470	0,485	0,072	6,533	0,000
BI (Z) -> PI (Y)	0,377	0,365	0,079	4,796	0,000

Source: Processed data, 2025

5. Spesific Indirect Effect

The influence of social media marketing on purchase intention through brand image is 0.243 with a T-statistic value of 4.836, which is greater than 1.989 (t-table). The significance value (P values) is $0.000 < \alpha$ level of 0.05, which means that the brand image variable is able to mediate the influence between the social media marketing variable and purchase intention.

Table 10. Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
SMM (X) -> BI (Z) - PI (Y)	0,243	0,236	0,050	4,836	0,000

Source: Processed data, 2025

Discussion

1. The Influence of Social Media Marketing on Brand Image

Based on the results of the path coefficient hypothesis test, the original sample value is 0.646. The T-statistics value of $10.988 > 1.989$ (t-table) and the significance value (P values) of $0.000 < 0.05$ are explained in the path coefficient, meaning that social media marketing has a positive and significant effect on brand image, so hypothesis 1 is accepted. The results of the social media marketing test on brand image are supported by previous research by (Moslehpour et al., 2022). The

Influences of Social Media Marketing Activities on Purchase Intention, the results of the study showed that customer experience with social media marketing will improve the perception of brand image towards entrepreneurs. Other research conducted by (Ellitan et al., 2022) revealed that social media marketing has a positive influence on brand image.

According to the Theory of Planned Behavior, social media marketing provided to customers is part of one of the factors of the Theory of Planned Behavior, namely perceived behavioral control, in marketing-based industries. TPB proposes that a positive view of social media marketing, coupled with perceived encouragement from peers (subjective norms) and a strong belief in one's control over involvement (perceived behavioral control), increases the intention to take part in social media marketing (behavioral intention). As a result, this intention anticipates the implementation of actual behaviors such as commenting, liking, or sharing social media ads. Brand image is linked to one of the factors of the Theory of Planned Behavior, namely attitudes, subjective norms, collectively influencing behavioral intentions towards brand image. Brand image acts as an actual behavior, which indicates the extent of effort an individual is willing to make to perform a behavior; stronger intentions are correlated with a higher probability of performing the behavior. Attitudes reflect customer perceptions of a brand (Alqutub, 2023). A positive brand image in a Scora moisturizer product will encourage consumers' attitudes to intend to purchase the Scora moisturizer product.

2. The influence of Social Media Marketing on Purchase Intention

Based on the results of the path coefficient hypothesis test, the original sample value is 0.470. The T statistics value of $6.533 > 1.989$ (t-table) and the significance value (P values) of $0.000 < 0.05$ are explained in the path coefficient, meaning that social media marketing has a positive and significant effect on purchase intention, so hypothesis 2 is accepted. The results of the social media marketing test on purchase intention are supported by previous research (Aji et al., 2020) entitled Social Media Marketing, Brand Equity, e-wom, Purchase Intention Analysis tools: online questionnaire and convenience sampling method, the results show a significant influence of social media marketing on purchase intention in the beverage sector. Research by (Dewi et al., 2022) shows that social media marketing results have an effect on purchase intention. Social media marketing is important to retain customers. The owner of the Scora moisturizer must have a strategy in increasing customer attraction to get purchase intention.

Social media marketing is linked to one of the factors of the Theory of Planned Behavior, which comprehensively explains behavior that is not entirely voluntary. Individuals develop positive or negative attitudes toward a behavior based on their beliefs about the behavior, perceive subjective norms about the behavior from their beliefs about what others think, and evaluate their control over the behavior based on their beliefs about their abilities (Alqutub & Journal, 2023). The Theory of Planned Behavior states that consumers with positive attitudes, subjective norms, and perceived behavioral control will carry out the actual behavior. Sutisna & Handra

(2019) also agree that these three components are components that form the determinants of consumer interest, which decides whether the intended action will be carried out or not (Charoensereechai et al., 2023). Purchase intention in the Theory of Planned Behavior is an attitude or a customer's action in making a decision to make a repeat purchase or not (Nakrowi, 2024). Perceived social media marketing is a major influence on purchase intention (Seetanah et al., 2020).

3. The influence of Brand Image on Purchase Intention

Based on the results of the path coefficient hypothesis test, the original sample value is 0.377. The T statistics value of $4.796 > 1.989$ (t table) and the significance value (P values) of $0.000 < 0.05$ are explained in the path coefficient, meaning that brand image has a positive and significant effect on purchase intention, so hypothesis 3 is accepted. The results of the brand image test on purchase intention are supported by previous research by (Ellitan et al., 2022) showing that brand image has a positive and significant effect on purchase intention. Stating that brand image has a positive and significant effect on purchase intention, a strong brand can influence purchase intention, if a business has a good reputation in the minds of customers it will foster a loyal attitude and customers will be willing to recommend to others. positive influence on profitability and market share. Research conducted by (Sanny et al., 2020) states that brand image influences purchase intention, if a business has a good reputation in the minds of customers it will foster a loyal attitude and customers will be willing to recommend to others.

The Theory of Planned Behavior recognizes the importance of customer attitudes toward a brand image, reflecting both positive and negative evaluations. The Theory of Planned Behavior highlights perceived behavioral control, which reflects an individual's ability to influence repurchase decisions (Suardana et al., 2024). The Theory of Planned Behavior explains that intentions are shaped by behavior, and behavior is shaped by attitudes, subjective norms, and the ability to control behavior. This study shows that brand image has a positive and significant effect on purchase intention.

4. The influence of social media marketing on purchase intention is mediated by brand image.

Based on the results of the indirect effect hypothesis test in this study, it shows the influence of social media marketing on purchase intention through brand image of 0.243 with a T statistics value of $4.836 > 1.989$ (t-table) and a significance value (P value) of $0.000 < \alpha$ level of 0.05 explained in the path coefficient. in the specific indirect effect table, it can be interpreted that brand image is able to fully mediate the influence between social media marketing and purchase intention, so hypothesis 3 is accepted.

The Theory of Planned Behavior explains that attitudes toward a behavior, subjective norms, and behavioral control all impact consumer behavior. Social media marketing and a positive brand image will shape consumer attitudes toward the purchase intention of Scora moisturizer (Muhammed et al., 2023). This research is in line with the Theory of Planned Behavior, which shows that brand image plays an important role as a mediating variable in the relationship between social media marketing and purchase intention. Customers have preferences and tend to choose the best brand based on their marketing assessment. Brand image acts as an actual behavior, which indicates the extent of effort an individual is willing to make to perform a behavior (Alqutub, 2023).

Conclusion

This study investigates the effect of social media marketing on purchase intention for Scora moisturizer products, with brand image as a mediating variable, analyzed through the framework of the Theory of Planned Behavior (TPB). The findings indicate that social media marketing plays a pivotal role in shaping consumer interest and behavior toward skincare products, particularly among Scora users. The results show that consumers who perceive social media marketing positively, feel social encouragement (subjective norms), and believe they have control over their online engagement (perceived behavioral control) are more likely to develop a strong intention to interact with Scora's promotional content. This interaction, such as liking, commenting, and sharing, reflects a behavioral intention that may lead to actual purchasing behavior.

Moreover, brand image significantly enhances the likelihood of repurchase intentions. A positive brand image strengthens the consumer's intention to buy by creating trust, familiarity, and emotional attachment to the product. In this context, brand image not only influences consumer attitudes but also acts as a bridge between marketing exposure and behavioral outcomes. The study further reveals that customer attitudes toward brand image whether positive or negative have a measurable impact on purchase intention. These attitudes are shaped by perceived product quality, messaging consistency, and consumer-brand identification. Consumers with stronger, more favorable attitudes are more likely to translate intention into behavior.

Finally, the research confirms that brand image serves as a significant mediating variable in the relationship between social media marketing and purchase intention. This finding reinforces the relevance of the TPB model, which emphasizes the interplay between intention, attitude, subjective norms, and perceived behavioral control. Consumers are more inclined to choose products that reflect their personal values and align with the image promoted through social media.

References

- Abir, T., Bakar, A., & Hamid, A. (2020). Brand Image, eWOM, Trust and Online Purchase Intention of Digital Products among Malaysian Consumers. *Journal of Xi'an University of Architecture & Technology*, XII(III). <https://doi.org/10.37896/jxat12.03/452>
- Aditha, J., Salsabila, A., & Albari, A. (2022). Pengaruh Celebrity Endorsement dan Citra Merek terhadap Kepercayaan Merek dan Niat Beli Produk Kecantikan 884 Pengaruh Celebrity Endorsement dan Citra Merek terhadap Kepercayaan Merek dan Niat Beli Produk Kecantikan *The Effect of Celebrity Endorsement and*. 2(7), 884–898. <https://doi.org/10.36418/comserva.v2i07.402>
- Aji, P. M., Nadhila, V., & Sanny, L. (2020). Effect of social media marketing on instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry. *International Journal of Data and Network Science*, 4(2), 91–104. <https://doi.org/10.5267/j.ijdns.2020.3.002>
- Alharthey, B. K. (2024). Influencing Smartphone Choices: The Interplay of Social Media Marketing and Brand Image on Purchase Intentions. *British Journal of Management and Marketing Studies*, 7(1), 19–34. <https://doi.org/10.52589/bjmms-5r9zo4zw>
- Ali, I., & Naushad, M. (2023). "Examining the influence of social media marketing on purchase intention: The mediating role of brand image." *Innovative Marketing*, 19, 145–157. [https://doi.org/10.21511/im.19\(4\).2023.12](https://doi.org/10.21511/im.19(4).2023.12)
- Alqutub, K., & Journal, E. (2023). European Journal of Management and Marketing Studies UNDERSTANDING CONSUMERS' ENGAGEMENT AND ADOPTION OF SOCIAL MEDIA MARKETING IN FASHION INDUSTRY IN SAUDI ARABIA: INSIGHTS THROUGH THE LENS OF THE THEORY OF PLANNED BEHAVIOR Kholoud Alqutub UNDERSTANDING . *Management and Marketing Studies*, 8, 169. <https://doi.org/10.46827/ejmms.v8i3.1617>
- Altair, N., & Sukresna, I. M. (2022). Pengaruh Layanan Kualitas, Makanan, Kewajaran Harga, Kualitas Lingkungan Fisik terhadap Kepuasan Pelanggan (Studi Pada Konsumen Coffee Shop Atas Kota Semarang). *Diponegoro Journal Of Management*, 11(1), 1–14.
- Armawan, I., Hermawan, A., & Patmi, W. (2023). *International Journal of Data and Network Science The effect of social media marketing , SerQual , eWOM on purchase intention mediated by brand image and brand trust : Evidence from black sweet coffee shop*. 7, 141–152. <https://doi.org/10.5267/j.ijdns.2022.11.008>
- Butarbutar, M. E. T., & Chaerunisaa, A. Y. (2020). Peran Pelembab dalam Mengatasi Kondisi Kulit Kering. *Majalah Farmasetika*, 6(1), 56–69. <https://doi.org/10.24198/mfarmasetika.v6i1.28740>
- Charismana, D. S., Retnawati, H., & Dhewantoro, H. N. S. (2022). Motivasi Belajar Dan Prestasi Belajar Pada Mata Pelajaran Ppkn Di Indonesia: Kajian Analisis Meta.

- Bhineka Tunggal Ika: Kajian Teori Dan Praktik Pendidikan PKn*, 9(2), 99–113.
<https://doi.org/10.36706/jbti.v9i2.18333>
- Chrisniyanti, A., & Fah, C. T. (2022). the Impact of Social Media Marketing on Purchase Intention of Skincare Products Among Indonesian Young Adults. *Eurasian Journal of Social Sciences*, 10(2), 68–90.
<https://doi.org/10.15604/ejss.2022.10.02.001>
- Corry, R., Taylor, W. R., Holt, J., Bittles, H., Campbell, B. L., & Campbell, J. (2023). Flower power: testing social media advertising strategies for floral products. *Journal of Applied Communications*, 107(3).
<https://doi.org/10.4148/1051-0834.2485>
- Debernardi, J. M., Tricoli, D. M., Ercoli, M. F., Hayta, S., Ronald, P., Palatnik, J. F., & Dubcovsky, J. (2020). A GRF-GIF chimeric protein improves the regeneration efficiency of transgenic plants. *Nature Biotechnology*, 38(11), 1274–1279.
<https://doi.org/10.1038/s41587-020-0703-0>
- Dewi, Herlina, M. G., & Boetar, A. E. M. B. (2022). The effect of social media marketing on purchase intention in fashion industry. *International Journal of Data and Network Science*, 6(2), 355–362. <https://doi.org/10.5267/j.ijdns.2022.1.002>
- Dhisasmitho, P. P., & Kumar, S. (2020). Understanding customer loyalty in the coffee shop industry (A survey in Jakarta, Indonesia). *British Food Journal*, 122(7), 2253–2271. <https://doi.org/10.1108/BFJ-10-2019-0763>
- Djamaly, M. F., Djumarno, D., Astini, R., & Asih, D. (2023). Literature Review: Peran Media Sosial Dalam Pemasaran Film Indonesia: Analisis Kepuasan Dan Niat Beli Penonton. *SCIENTIFIC JOURNAL OF REFLECTION : Economic, Accounting, Management and Business*, 6(3), 647–659.
<https://doi.org/10.37481/sjr.v6i3.706>
- Emini, A., & Zeqiri, J. (2021). Social Media Marketing and Purchase Intention: Evidence From Kosovo. *Economic Thought and Practice*, 30(2), 475–492. <https://doi.org/10.17818/EMIP/2021/2.8>
- Faritzal, A., & Perkasa, C. (2022). Customer Engagement Analysis as Mediating the Influence on Social Media Marketing of Purchase Intentions on Skincare Avoskin. *Journal of Information Systems and Informatics*, 4(1), 30–39. <http://journal-isi.org/index.php/isi>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *An Introduction to Structural Equation Modeling*. 1–29. https://doi.org/10.1007/978-3-030-80519-7_1
- Heryanto, M. F., & Hidayat, R. (2023). Analisis Konten Social Media Marketing pada Media Sosial Instagram PT. Neuronworks Indonesia Tahun 2022. *E-Proceeding of Applied Science*, 9(2), 555–562.
- Hirose, M., & Creswell, J. W. (2023). Applying Core Quality Criteria of Mixed Methods Research to an Empirical Study. *Journal of Mixed Methods Research*, 17(1), 12–28. <https://doi.org/10.1177/15586898221086346>

- Ho, S. S., Liao, Y., & Rosenthal, S. (2015). Applying the theory of planned behavior and media dependency theory: Predictors of public pro-environmental behavioral intentions in Singapore. *Environmental Communication*, 9(1), 77–99. <https://doi.org/10.1080/17524032.2014.932819>
- Ihzaturrahma, N., & Kusumawati, N. (2021). Influence of Integrated Marketing Communication To Brand Awareness and Brand Image Toward Purchase Intention of Local Fashion Product. *International Journal of Entrepreneurship and Management Practices*, 4(15), 23–41. <https://doi.org/10.35631/ijemp.415002>
- Illahi, S. K., & Andarini, S. (2022). Pengaruh Brand Image dan Brand Awareness terhadap Brand Loyalty pada Pengguna Provider Telkomsel di Surabaya. *Reslaj : Religion Education Social Laa Roiba Journal*, 4(6), 1684–1697. <https://doi.org/10.47467/reslaj.v4i6.1206>
- Irwanto, & Retno, L. (2020). Penggunaan Skincare dan Penerapan Konsep Beauty 4.0 Pada Media Sosial (Studi Netnografi Wanita Pengguna Instagram). *Journal Komunikasi*, 11(2), 119–128. <https://ejournal.bsi.ac.id/ejurnal/index.php/jkom/index>
- Jasin, M. (2022). The Role of Social Media Marketing and Electronic Word of Mouth on Brand Image and Purchase Intention of SMEs Product. *Journal of Information Systems and Management ...*, 01(04), 54–62.
- Jiang, W., & Zhao, X. (2021). Trust and the intent to cooperate in energy performance contracting for public buildings in China. *Engineering, Construction and Architectural Management*, 28(1), 372–396. <https://doi.org/10.1108/ECAM-07-2019-0385>
- John Polycarp Ekpe. (2023). *Lapai Journal of Economics Volume 7, No.1; 2023*. 7(1), 53–69.
- Joo, S., Choi, N., & Harper, L. M. (2019). Investigation of factors that influence public librarians' social media use for marketing purposes: An adoption of the technology acceptance model and theory of planned behavior. *Library Quarterly*, 89(2), 137-155. <https://doi.org/10.1086/702198>
- Joo, Y., Seok, H., & Nam, Y. (2020). The moderating effect of social media use on sustainable rural tourism: A theory of planned behavior model. *Sustainability (Switzerland)*, 12(10). <https://doi.org/10.3390/su12104095>
- Kholifah, N. N., Satriyono, G., & Pangastuti, R. L. (2023). Pengaruh Sosial Media Marketing dan Brand Awareness Terhadap Purchase Intention. *Jurnal Ekonomi Utama*, 2(2), 180–187. <https://doi.org/10.55903/juria.v2i2.77>
- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480–1486. <https://doi.org/10.1016/j.jbusres.2011.10.014>
- Kurniawati, D., & Judisseno, R. K. (2022). Penggunaan Skala Likert Untuk Menganalisa Efektivitas Registrasi Stakeholder Meeting: Exhibition Industry 2020. *Seminar Nasional Riset Terapan Administrasi Bisnis*, 142–152.
- Li, J., Liao, Y., Zhang, S. Y., Jin, L., Congdon, N., Fan, Z., Zeng, Y., Zheng, Y., Liu, Z., Liu, Y., & Liang, L. (2024). Effect of laughter exercise versus 0.1% sodium hyaluronic acid on

- ocular surface discomfort in dry eye disease: non-inferiority randomised controlled trial. *Bmj*, 2022, 1–9. <https://doi.org/10.1136/bmj-2024-080474>
- Lim, H., & An, S. (2020). *Since January 2020 Elsevier has created a COVID-19 resource centre with free information in English and Mandarin on the novel coronavirus COVID- 19 . The COVID- 19 resource centre is hosted on Elsevier Connect , the company ' s public news and information. January.*
- Malik, A., & Nainggolan, S. (2020). Factors affecting the import of soybean in Indonesia. *Jurnal Perspektif Pembiayaan Dan Pembangunan Daerah*, 8(5), 523–530. <https://doi.org/10.22437/ppd.v8i5.11015>
- Martias, L. D. (2021). Statistika Deskriptif Sebagai Kumpulan Informasi. *Fihris: Jurnal Ilmu Perpustakaan Dan Informasi*, 16(1), 40. <https://doi.org/10.14421/fhrs.2021.161.40-59>
- Moslehpour, M., Chau, K. Y., Zheng, J. J., Hanjani, A. N., & Hoang, M. (2020). The mediating role of international student satisfaction in the influence of higher education service quality on institutional reputation in Taiwan. *International Journal of Engineering Business Management*, 12(100), 1–16. <https://doi.org/10.1177/1847979020971955>
- Moslehpour, M., Ismail, T., Purba, B., & Wong, W. K. (2022). What makes go-jek go in indonesia? The influences of social media marketing activities on purchase intention. *Journal of Theoretical and Applied Electronic Commerce Research*, 17(1), 89–103. <https://doi.org/10.3390/jtaer17010005>
- Muharam, H., Chaniago, H., Endraria, E., & Harun, A. Bin. (2021). E-Service Quality, Customer Trust and Satisfaction: Market Place Consumer Loyalty Analysis. *Jurnal Minds: Manajemen Ide Dan Inspirasi*, 8(2), 237. <https://doi.org/10.24252/minds.v8i2.23224>
- Musfira, L., & Astuti, B. (2024). Faktor – Faktor yang Mempengaruhi Purchase Intention. *Jurnal Informatika Ekonomi Bisnis*, 05(01), 133–144. <https://doi.org/10.37034/infec.v6i1.812>
- Nilda, janna miftahul. (2021). Variabel dan skala pengukuran statistik. *Jurnal Pengukuran Statistik*, 1(1), 1–8.
- Ningsih1, S. S., & Saputra2, H. (2024). *PENGARUH ENDORSER SELEBRITI , CITRA*. 9(204), 2978–2994.
- Nur, F., & Huda, A. (2022). *Machine Translated by Google EFEKTIVITAS PEMASARAN MEDIA SOSIAL TERHADAP PEMBELIAN Machine Translated by Google*. 1547–1558.
- Nurhandayani, A., Syarief, R., Najib, M., Nurhandayani, A., Syarief, R., & Syarief, R. (2019). *Dampak Influencer Media Sosial Dan*. 17, 650–661.
- Nurmalasari, L. (2021). *PENGARUH SOCIAL MEDIA MARKETING DAN KETERLIBATAN KONSUMEN TERHADAP KEPUTUSAN PEMBELIAN SECARA ONLINE (Studi Kasus Pada UMKMBidangKuliner)*. *Jurnal Apresiasi Ekonomi*, 9(3), 288–300. <https://doi.org/10.31846/jae.v9i3.405>
- Prahiawan, W., Fahlevi, M., Juliana, J., Purba, J. T., & Tarigan, S. A. A. (2021). The role of e-satisfaction, e-word of mouth and e-trust on repurchase intention of online shop.

- International Journal of Data and Network Science*, 5(4), 593–600.
<https://doi.org/10.5267/j.ijdns.2021.8.008>
- Purnama, S., Ulfah, M., Machali, I., Wibowo, A., & Narmaditya, B. S. (2021). Does digital literacy influence students' online risk? Evidence from Covid-19. *Heliyon*, 7(6), e07406. <https://doi.org/10.1016/j.heliyon.2021.e07406>
- Putri, A. I. (2021). the Acculturation To Global Consumer Culture Towards Purchase Decision of South Korean Skincare and Cosmetic Product. *Advanced International Journal of Business, Entrepreneurship and SMEs*, 3(9), 102–122.
<https://doi.org/10.35631/aijbes.39008>
- Putri Sabella, V., Agus Hermawan, & Titis Shinta Dhewi. (2022). The Influence of Brand Ambassador and Social Media Marketing on Purchase Intention Through Brand Image (Study on Consumers “ Sang Dewa Snack”). *International Journal Of Humanities Education and Social Sciences (IJHESS)*, 2(1), 120–128.
<https://doi.org/10.55227/ijhess.v2i1.217>
- Rumapea, N., & Putra, A. (2022). Pengaruh Social Media Marketing Melalui Instagram terhadap Brand Awareness Avoskin di Kalangan Mahasiswa Telkom University. *E-Proceeding of Management*, 9(2), 1–11.
- Rusmahafi, F. A., & Wulandari, R. (2020). the Effect of Brand Image, Service Quality, and Customer Value on Customer Satisfaction. *International Review of Management and Marketing*, 10(4), 68–77. <https://doi.org/10.32479/irmm.9939>
- Sanny, L., Arina, A. N., Maulidya, R. T., & Pertiwi, R. P. (2020). Purchase intention on Indonesia male's skin care by social media marketing effect towards brand image and brand trust. *Management Science Letters*, 10, 2139–2146.
<https://doi.org/10.5267/j.msl.2020.3.023>
- Sari, D., Kusuma, B. A., Sihotang, J., & Febrianti, T. (2023). The role of entrepreneurial marketing & innovation capability in the performance of SMEs during covid-19 pandemic: Evidence of MSMEs in West Java. *Cogent Business and Management*, 10(1). <https://doi.org/10.1080/23311975.2023.2194091>
- Sarstedt, M., Ringle, C. M., Cheah, J. H., Ting, H., Moisescu, O. I., & Radomir, L. (2020). Structural model robustness checks in PLS-SEM. *Tourism Economics*, 26(4), 531–554. <https://doi.org/10.1177/1354816618823921>
- Savitri, C., Hurriyati, R., Wibowo, L. A., & Hendrayati, H. (2021). The role of social media marketing and brand image on smartphone purchase intention. *International Journal of Data and Network Science*, 6(1), 185–192.
<https://doi.org/10.5267/J.IJDNS.2021.9.009>
- Sugiyono, S., Sutarman, S., & Rochmadi, T. (2019). Pengembangan Sistem Computer Based Test (Cbt) Tingkat Sekolah. *Indonesian Journal of Business Intelligence (IJUBI)*, 2(1), 1. <https://doi.org/10.21927/ijubi.v2i1.917>
- Sumartini, S., Harahap, K. S., & Sthevany, S. (2020). Kajian Pengendalian Mutu Produk Tuna Loin Precooked Frozen Menggunakan Metode Skala Likert Di Perusahaan Pembekuan Tuna. *Aurelia Journal*, 2(1), 29. <https://doi.org/10.15578/aj.v2i1.9392>

- Supardin, L., & Tamansiswa, U. S. (2022). The Role of Brand Image as a Mediation of The Effect of Advertising and Sales Promotion on Customer Purchase Decision. *Journal of Economics and Sustainable Development*, August. <https://doi.org/10.7176/jesd/13-8-09>
- Thongkruer, P., & Wanarat, S. (2023). The Relationship between Air Travel Service Quality and Factors of Theory of Planned Behavior: Evidence from Low-Cost Airlines in Thailand. *Sustainability (Switzerland)*, 15(11). <https://doi.org/10.3390/su15118839>
- Tian, Y., Chan, T. J., Suki, N. M., & Kasim, M. A. (2023). Moderating Role of Perceived Trust and Perceived Service Quality on Consumers' Use Behavior of Alipay e-wallet System: The Perspectives of Technology Acceptance Model and Theory of Planned Behavior. *Human Behavior and Emerging Technologies*, 2023. <https://doi.org/10.1155/2023/5276406>
- Tran Thi My, H. (2021). The effects of social media marketing on brand awareness through Facebook and Instagram. Case: Company X. *Thesis Spring 2021 SeAMK School of Business and Culture Bachelor's Degree in International Business*. <https://urn.fi/URN:NBN:fi:amk-2021062716681>
- Wijaya, O. Y. A., Sulistiyani, Pudjowati, J., Kartikawati, T. S., Kurniasih, N., & Purwanto, A. (2021). The role of social media marketing, entertainment, customization, trendiness, interaction and word-of-mouth on purchase intention: An empirical study from Indonesian smartphone consumers. *International Journal of Data and Network Science*, 5(3), 231– 238. <https://doi.org/10.5267/j.ijdns.2021.6.011>
- Wu, W. Y., Do, T. Y., Nguyen, P. T., Anridho, N., & Vu, M. Q. (2020). An integrated framework of customer-based brand equity and theory of planned behavior: A meta-analysis approach. *Journal of Asian Finance, Economics and Business*, 7(8), 371–381. <https://doi.org/10.13106/JAFEB.2020.VOL7.NO8.371>
- Yusuf, B. (2019). Studi bisnis & manajemen: jurnal internasional. *Pendidikan Manajemen*, 7, 1022– 1041.