

PENGARUH *SOCIAL MEDIA MARKETING* TERHADAP
PURCHASE INTENTION KONSUMEN SKINTIFIC DI INDONESIA

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ABSTRAK

Perkembangan teknologi digital yang semakin pesat telah mendorong meningkatnya penggunaan media sosial. Media sosial kini tidak hanya digunakan oleh individu untuk berinteraksi, tetapi juga dimanfaatkan secara luas oleh berbagai pelaku bisnis sebagai sarana pemasaran yang efektif, termasuk industri produk kecantikan. Industri kecantikan merupakan salah satu sektor yang gencar menggunakan strategi pemasaran berbasis media sosial untuk membangun kedekatan dengan konsumen. Penelitian bertujuan untuk mengetahui pengaruh pemasaran media sosial terhadap kesadaran merek, keterlibatan konsumen, dan niat beli. Penelitian berfokus pada konsumen Skintific di Indonesia. Penelitian menggunakan pendekatan kuantitatif melalui penyebaran kuesioner online kepada konsumen Skintific di Indonesia dengan responden berjumlah 250. Data dianalisis menggunakan metode *Structural Equation Modeling (SEM)* menggunakan *software* AMOS 23. Hasil penelitian menunjukkan bahwa *social media marketing* berpengaruh positif terhadap *brand awareness*, *consumer brand engagement* dan *purchase intention*.

Kata kunci: *Social media marketing*, *Brand awareness*, *Consumer brand engagement*, *Purchase intention*

*THE INFLUENCE OF SOCIAL MEDIA MARKETING ON
SKINTIFIC CONSUMERS' PURCHASE INTENTION IN INDONESIA*

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ABSTRACT

The rapid development of digital technology has led to a significant increase in the use of social media. Social media is no longer used solely by individuals for interaction, but has also been widely adopted by businesses as an effective marketing tool, including in the beauty product industry. The beauty industry is one of the sectors that активно utilizes social media-based marketing strategies to build closer relationships with consumers. This study aims to examine the influence of social media marketing on brand awareness, consumer brand engagement, and purchase intention. The research focuses on Skintific consumers in Indonesia. A quantitative approach was employed by distributing online questionnaires to Skintific consumers in Indonesia, with a total of 250 respondents. The data were analyzed using the Structural Equation Modeling (SEM) method with AMOS 23 software. The results indicate that social media marketing has a positive effect on brand awareness, consumer brand engagement, and purchase intention.

Keywords: Social media marketing, Brand awareness, Consumer brand engagement, Purchase intention