



Beyond Engagement: How Social Media Marketing Drives Trust, Image, and Purchase Intention in Cosmetic Brands

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ABSTRACT

The rapid growth of internet usage significantly impacts customers' habits, reshaping their behaviors in various ways. Correspondingly, this evolution has also transformed social media from a communication platform to a marketing tool. Today, social media marketing plays a crucial role in cultivating brand trust and shaping brand image, significantly influencing consumers' purchase intentions. By using the theory of planned behavior, this study aims to explore the influence of social media marketing activities on purchase intentions, focusing on cosmetic brands in DKI Jakarta. This research used a quantitative approach, focuses on a sample of 177 residents of Jakarta. It aims to analyze the direct and indirect effects of social media marketing activities, brand trust, and brand image on purchase intention. The study utilizes the Smart-PLS software to evaluate the proposed hypotheses. The findings of this study reveal a notable and positive correlation between social media marketing activities, brand trust, brand image, and purchase intention. By investigating the impact of these variables on purchase intention, this research adds to the existing body of knowledge. The outcomes provide valuable insights for skincare brand management, enabling them to devise effective marketing strategies to succeed in a highly competitive market. The study suggests that managers should maximize the potential of social media marketing activities to enhance brand trust and cultivate a positive brand image, thereby promoting a favorable impact on purchase intention.

Keywords: *social media marketing activities, brand trust, brand image, purchase intention, cosmetic industry*

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I. INTRODUCTION

Cosmetics is a unique industry. During the COVID-19 pandemic, many businesses were forced to close their doors, although this sector of the economy fared very well (CNBC Indonesia, 2022). According to information provided by the Badan Pusat Statistik (BPS), the pharmaceutical, chemical, and traditional medicine sectors that comprise the cosmetics industry have all witnessed growth, with the combined total expected to reach 9.61% in the year 2021. In addition, BPOM RI reported that the number of enterprises operating in the cosmetics market had increased by up to 20.6% in recent years. In the time span between July 2021 and July 2022, the number of cosmetic industries rose from 819 to a total of 913. The expansion of the number of business players in the cosmetics industry was led by micro, small, and medium businesses, which accounted for 83% of the total growth in business actors. This number demonstrates the enormous possibilities and potential that exist within the cosmetics business, particularly in Indonesia.



Within Indonesia itself, the market for cosmetic items is expanding at a rapid rate. Many different cosmetic goods and brands are available in the Indonesian cosmetic market. They range from inexpensive cosmetics sold in convenience stores to more expensive cosmetics offered in shopping malls. Because of the wide range of products available, competition among homegrown cosmetic brands may become more intense (Nurrohmah et al., 2021). As a result, in order for a brand to continue existing despite the intense level of competition in the Indonesian cosmetics sector, a strategy is required.

To survive the competition in the cosmetics industry, brands must employ effective strategies. One such strategy involves engaging with the target customers through social media platforms. By leveraging these platforms adeptly, businesses can effectively communicate their brand values, establish credibility, and foster positive relationships with their customers. Thoughtful and transparent execution of social media marketing activities is pivotal in establishing and strengthening brand trust (Kircova et al., 2018). Brands can cultivate trust by engaging customers through interactive and trustworthy content, promptly addressing concerns, and delivering on promises. This becomes particularly crucial for consumers when faced with similar product options and seeking to reduce perceived risks, as trust heavily influences their purchase intentions (Aydin, 2014). Successful implementation of social media marketing also enhances the public's perception of a brand, contributing to a favorable product image (Harvina et al., 2022).

Yuliantoro et al. (2019) emphasized the importance of establishing a strong marketing strategy, including good branding, to meet the needs of consumers when confronted with identical items from different companies. Building a positive reputation, establishing strong customer relationships, and utilizing social media to exchange ideas and information among online communities allow brands to enhance their brand image and gain consumer confidence (Kim & Ko, 2012). A positive brand image serves as a means to reduce consumer purchase risks, as consumers tend to prefer brands with a favorable brand image (Razy & Lajevardi, 2015).

As a newcomer brand that just entered the Indonesian cosmetic industry at the end of 2021, Skintific is quite interesting because it is one of the most sought-after brands for its products. Based on the news published on the Kompas page (2023), this Canadian brand won the “Best Moisturizer” award by Female Daily. In addition, Sociolla and the TikTok Live Awards have named Skintific the “Best Newcomer Brand of 2022”. These awards shows that Skintific has a high demand and a lot of people are interested with their products. Skintific has a wide range of products designed to address various skin concerns and enhance overall skin health. Collaborating with dermatologist, scientists, and skincare experts, this brand focuses on understanding the complexities of the skin and its biological processes to create effective solutions that deliver visible result.

Additionally, Skintific also uses its social media to build brand trust among audience, It maintains transparency through their social media by openly share information about their products and ingredients. It also provides real-life testimonials and reviews about their product to demonstrates the reliability of its products and created trust among its potential buyers. Skintific also strengthen the brand trust by highlighting their collaboration with skincare expert and beauty influencers, so that their customers will feel secure when purchasing and using their products.

According to Waworuntu et al. (2022), social media marketing activities and brand image can influence purchase intention. The findings explain that social media marketing activities have both direct and indirect effect on purchase intention, which is mediated by brand image. Putri and Anggarawati (2022) also shows purchase intention is not only influenced by social media marketing activities, but also by brand trust. Furthermore, it shows the positive influence of brand trust as a mediator in the relationship of social media marketing and purchase intention. However, these findings are contrary with the study conducted by Salhab et al. (2023). The results did not support the direct effect of social media marketing on purchase intention. It also did not support the mediating effect of brand trust. Therefore, this study aims to add value to prior studies that shows purchase intentions is influenced by social media marketing activities. In addition, this



study will investigate the mediating role of brand image and brand trust in social media marketing activities and purchase intention relationship.

II. LITERATURE REVIEW

The concept of planned behavior theory was developed as an extension of the concept of reasoned action (Ajzen, 1991). This new theory formed due to the earlier model's inadequacies in adequately addressing behaviors over which individuals have only partial control. The individual's intention to engage in specific behavior plays a crucial role in both the theory of planned behavior and the original theory of reasoned action. Intentions are considered the driving factors behind actions, reflecting the commitment and effort an individual is willing to exert in performing the behavior. Intentions motivate a person in the sense of their deliberate plan or choice to try to carry out the behavior. Generally, an activity should be more likely to be performed the more substantial the intention to engage in it (Ajzen, 1991). It is often assumed that both competence and motivation work together to influence behavior achievement. As a result, when an individual has control over his or her behavior, the degree of performance is predicted to be influenced by intentions, and it is expected to increase with increased behavioral control when there is a strong drive to attempt.

According to the theory of planned behavior, behavioral intention and perceived behavioral control can be used to predict behavior effectiveness (Ajzen, 1991). At least two arguments can support this theory. First is holding intention constant, where the amount of effort required to complete a behavior course tends to rise when the behavior is thought to be under more control. The second reason is that perceptions of behavioral control can frequently replace a measure of actual control.

According to the theory of planned behavior, three distinct factors determine intention (Ajzen, 1991). The first factor is an individual's attitude toward the activity, which indicates whether they have a good or negative impression of the behavior under consideration. The second factor is a social component known as the subjective norm, which represents perceived social pressure to engage in or avoid the behavior. The third factor of intention is the level of perceived behavioral control, which, as previously stated, refers to the perceived ease or difficulty of doing the behavior. This factor is thought to be influenced by both previous experiences and anticipated problems and obstacles. In general, an individual's desire to engage in the behavior under examination should be stronger the more favorable the attitude and subjective norm concerning the behavior and the more extensive the perceived behavioral control. The theory contends that consumers' predetermined attitudes toward buying goods in a virtual world affect their purchase intention (Bleize & Antheunis, 2019).

Technology Acceptance Model

According to the Technology Acceptance Model, a person's attitude toward utilizing a new technology affects their behavioral intention to use it (Perea y Monsuwe et al., 2004). According to this concept, two factors influence a person's attitude toward using new technology. In this case, the first factor is "usability," which measures a person's belief that employing new technology will increase their performance or productivity. The second determinant is "ease of use," which assesses a person's belief that using a new technology will be simple. Here, "usability" refers to consumers' perception of the experience's outcome, whereas "ease of use" relates to their perception of the procedure that led to the result. There is also a more recent addition of an "enjoyment" factor, which is viewed to give reinforcement in its own right, separate from any performance implications that may be predicted (Davis et al., 1992).



Social Media Marketing Activities

Social media refers to digital apps, platforms, and media facilitating interactions, collaborations, and content sharing (Kim & Ko, 2012). According to Kaplan and Haenlein (2010), social media is a set of internet-based applications that expand on the ideals and technology developments of Web 2.0. These programs allow users to make and share their content. There are various forms of social media, such as weblogs, social blogs, microblogging, podcasts, images, videos, social ratings, and bookmarks. Online forums, blogs, and social networks have recently become vital components of the majority's lives, leading to the development of social media as an alternate mode of communication. These platforms are being used to supplement current relationships and activities, providing a wonderful experience that can increase users' overall engagement. As its use grows exponentially, social media is now being used by individuals and businesses, and government organizations as a means of communication, promotion, and marketing (Kim & Ko, 2012). Furthermore, greater use of social media gives a platform for brand nurturing and influencing consumer purchasing decisions (Kim & Ko, 2010).

When used wisely for marketing purposes, social media may help organizations reach customers and build personal relationships. According to Kim and Ko (2012), social media marketing (SMM) is a dynamic communication strategy that facilitates a two-way interaction between businesses and users, aiming to foster empathy and establish a strong brand connection. SMM strives to evoke familiar emotions in users, thereby creating a memorable and meaningful brand experience. Furthermore, brand involvement on social media provides an opportunity to minimize misunderstanding and bias against businesses while increasing brand value by offering an online platform for people to exchange thoughts and information. Through exchanging information and ideas, SMMA allows marketers to reduce prejudice and misunderstanding about their brand while increasing brand value. Social media also allows brands to readily identify consumers paying close attention to the brand and engaging with them personally (Khan, 2022). The introduction of social media has changed how marketers and customers connect, allowing customers to engage in direct and quick dialogues with businesses on a personal level. Customers increasingly want participation and engagement with distinctive offerings and organizational activities. Hence academics and practitioners are beginning to focus on engagement on social media platforms (Dolan, 2019).

Kim and Ko (2012) outline the characteristics of Social Media Marketing Activities (SMMA) as interaction, entertainment, trendiness, customization, and word-of-mouth (WOM). Another research study suggests that SMMA in an e-commerce context encompasses interaction, personalization, WOM, informativeness, and trendiness (Yadav & Rahman, 2017). Additionally, in the context of airline studies, SMMA is identified to include interaction, entertainment, trendiness, perceived risk, and customization components (Seo & Park, 2018). Due to its recognition in the literature and relevance to the current study, this research focuses on exploring the SMMA framework proposed by Kim and Ko (2012).

With the introduction of social media, marketers' and customers' interactions have been altered, allowing customers to participate in direct and quick conversations with businesses on a personal level. The reasons for using social media may differ, but individuals tend to be attracted by entertaining and engaging content (Bilgin, 2018). Unlike traditional mass communication methods, social media allows businesses to communicate, exchange content, and cooperate directly with customers. This also makes social media the newest and most up-to-date source of information because businesses can share the information in real-time (Bilgin, 2018). Gathering client requests and demands and their thoughts and suggestions on the product and brand in real-time is feasible by leveraging social media as interactive communication between business and customer (Vukasovic, 2013).

Another component of social media marketing activities is trendiness, which provides customers with the most recent/current product information (Bilgin, 2018). Customization in social media refers to a method for businesses to show the distinctiveness of their brands by connecting with specific consumers and giving personally optimized information to them as the act of creating customer satisfaction (Seo &



Park, 2018). Finally, in social media marketing activities, word-of-mouth (WOM) refers to online exchanges between consumers about a brand (Khan, 2022). WOM is a positive and negative response offered by potential and present customers to companies and items in the online world. Consumers perceive WOM as trustworthy information since it incorporates discussing personal ideas and experiences (Faisal & Ekawanto, 2021). Studies suggest WOM as an ideal tool, defining it as the extent to which users/customers submit material and pass along information on social media (Khan, 2022).

Brand Trust

Trust has emerged as a crucial factor in fostering stronger connections between consumers and specific brands, and it has been increasingly recognized as a vital factor influencing long-term customer interaction (Kim & Ko, 2010). Brand trust is the customer's perception that a specific brand can meet his demand; therefore, when the customer has faith in the brand, repeat purchasing behavior is generated, leading to a commitment to the brand and establishing a relationship between the brand and the customer (Harvina et al., 2022). Trust is the readiness to rely on others in the face of genuine risks. In the context of a brand, trust is described as the consumer's desire to believe in the brand's promising attributes (Moslehpour et al., 2020).

Brand Image

Brand image is the belief and perception that people have about a brand. Brand image also refers to the picture of a product in people's minds and how the market understands a product's qualities. Keller (2009) provided a definition of brand image as the perceptions and preferences that consumers hold towards a brand, which are reflected in the brand associations stored in their memory. The brand image encompasses consumers' information and concepts regarding the brand's products and attributes (Lee et al., 2011). The impact of these elements on customers' thoughts influences their attitude toward the brand and trust, as well as the impact of advertising on their minds (Bilgin, 2018).

Purchase Intention

Purchase intention refers to the process of decision-making wherein consumers evaluate the factors influencing their inclination to purchase a specific brand or product (Shah et al., 2012). According to Morinez et al. (2007), purchase intention is characterized by a consumer's tendency to buy a particular product under specific circumstances. In addition, Balakrishnan et al. (2014) also stated that purchase intention is the result of consumers' subjective assessment, which emerges as a reflection of their overall evaluation when considering the purchase of products or services. Extensive research indicates a strong link between purchase intention, brand/product attitude, and customer preferences. As a result, understanding consumers' purchase intentions has become essential for businesses attempting to attract and retain customers (Kim & Ko, 2010).

SMMA and Brand Trust

Establishing trust is crucial for a brand to thrive in the online environment and social media. Trust signifies the customer's anticipation that a brand will fulfill its promises. Customer belief reflects their expectation that the brand will deliver on its commitments, while its intent determines the importance assigned to customer expectations. Consumers perceive social media as a more reliable platform than traditional promotional mix components. This perception can be attributed to social media's provision of interactive communication, immediate feedback, and objective consumer-generated content (Tatar & Erdogmus, 2016). Kim & Ko (2010) discovered that social media marketing impacted trust, particularly entertainment, customization, and trendiness. These three elements were found to be crucial in satisfying customers' expectations from a luxury fashion brand and building trust in the brand. Additionally, users



and brands can interact and communicate via the brand's social media channels. Consequently, it is plausible to infer that employing social media as a marketing tool would have a favorable effect on brand trust (Sanny et al., 2020). Therefore, based on the insights gained from previous research, this study proposes that social media marketing activities influence brand trust.

H1: Social media marketing activities (SMMA) have a positive influence on brand trust.

The result of prior studies shows that there is a positive influence between social media marketing activities and brand image. In a study by Kim and Ko (2012), the impact of social media marketing activities (SMMA) on customer equity for luxury brands was investigated. The findings revealed that SMMA substantially influenced equity, relationship, and brand values. Moreover, Seo and Park (2018) also support this statement by stating that there is a positive correlation between social media marketing activities (SMMA) and brand image in the airline industry. Therefore, this study proposed that social media marketing activities influence brand image:

H2: Social media marketing activities (SMMA) have a positive effect on brand image.

The relationship between brand trust and purchase intention has been found in some prior studies. According to Kim & Ko (2010), purchase intention is directly related to an individual's attitude and preference for a brand or product. Because establishing a customer relationship is based on a brand's attitude, the strength of these relationships is expected to influence purchase intention. Furthermore, a significant correlation was found in other studies between brand trust and buy intention, implying that the likelihood of purchase intention increases as brand trust grows (Dam, 2020; Huda et al., 2022). As a result, the study posited that the level of brand trust impacts the intention to purchase.

H3: Brand trust has a positive effect on purchase intention.

The relationship between brand image and purchase intention can be found in previous research. Jalilvand and Samiei (2012) stated that the result of their research shows that brand image positively influences purchase intention. A product with a strong brand image is generally perceived as having better quality than a company with a weaker brand image. As a result, the brand image, closely linked to consumers' perception of product quality, significantly impacts their purchase intention (Sallam, 2016; Erida & Rangkuti, 2017). The study highlights that a stronger brand image leads to a greater intention to purchase. Therefore, this study proposes this hypothesis:

H4: Brand image has a positive effect on purchase intention.

Yadav & Rahman (2017) revealed that the perception of social media marketing activities (SMMA) positively impacted the intention to purchase. Kim and Ko (2010) also stated that when the effect of each social media marketing (SMM) dimension on purchase intention was examined, it was discovered that entertainment, interaction, and word of mouth all had a favorable influence on purchase intention. The findings highlight that it is essential for luxury fashion brand customers to express information and comments on social media sites. This engagement increases purchase intention and allows more casual interactions with other users and the brand. In another industry, such as online transportation, it can be concluded that the company can increase consumer purchase intention to a greater level by properly managing social media marketing activities (Moslehpour et al., 2020). The findings indicated that entertainment and word of mouth hold greater significance among the five dimensions of social media marketing. This implies that the company should focus on creating captivating and appealing content on social media platforms to capture consumers' interest, leading to positive word-of-mouth promotion. Other studies also support the relationship between social media marketing activities and purchase intention



(Huda et al., 2022; Putri & Anggarawati, 2022). Based on prior studies that show a direct link between social media marketing activities and purchase intention, this study proposed this hypothesis:

H5: Social media marketing activities (SMMA) have a positive effect on purchase intention.

The brand image, which encompasses consumers' perceptions and impressions of a brand, plays a significant role in shaping brand trust. According to Fianto et al. (2014), a favorable brand image allows marketing programs to be well-received and generate distinct connections with the brand, which ultimately leads to customer loyalty. Additionally, the elements that shape the brand's image, particularly brand associations, encompass the attributes that influence customer trust and highlight the benefits offered by the brand, fulfilling customer needs and desires. This, in turn, fosters a positive perception and attitude towards the brand. Moreover, prior research indicates that customers who possess a robust and positive brand image tend to exhibit trust in the brand, highlighting the substantial influence of brand image in cultivating consumer trust (Kim & Chao, 2019). This relationship between brand image and brand trust is also supported by other studies (Alhaddad, 2015; Marliawati & Cahyaningdyah, 2020). Therefore, this study proposes this hypothesis:

H6: Brand image have a positive effect on brand trust.

The objective of this study is to examine the potential direct relationship between social media marketing activities (SMMA) and purchase intention towards Skintific products while considering brand image and brand trust as mediating factors. The suggested conceptual framework, depicted in Figure 1, outlines the proposed relationships that were developed throughout the course of this research.

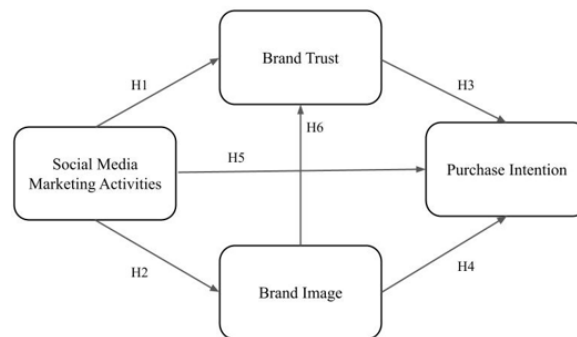


Figure 1. Proposed Conceptual Model

III. METHODOLOGY

The research process encompassed various stages, including data preparation, collection, processing, and analysis. These stages spanned from February to June 2023. The primary data sample collection began in May 2023, with the distribution of an online questionnaire via social media platforms. The study was conducted in several areas of DKI Jakarta, Indonesia, including North Jakarta, East Jakarta, West Jakarta, Central Jakarta, and South Jakarta.

According to Thacker (2019), a population is a group of individuals who share certain characteristics and will be examined during the study. This study focused on social media users within the DKI Jakarta region who have seen Skintific's content on social media. Based on data provided by Badan Pusat Statistik (2021), Jakarta is Indonesia's most highly populated city, with a population density of 15,978 people per square kilometer. In addition, Badan Pusat Statistik also stated that 90.56% of the DKI Jakarta population



is social media users. Nevertheless, due to the unavailability of data regarding social media users who have viewed Skintific's content, the exact population for this study remains unknown.

According to Memon et al. (2020), a sample is a subset of a population included in a study to ensure enough information to draw conclusions. This research primarily focused on investigating social media users in the DKI Jakarta area who have viewed Skintific's content on its social media account. Simple random sampling was utilized as the sampling technique in this study. Using this sampling strategy, the researcher can ensure that every individual within the target population has an identical probability of being chosen as a participant in the research study (Majid, 2018).

In order to utilize estimates from structural equation modeling (SEM), a sample size of 100 to 200 participants chosen at random is recommended. Nonetheless, the Hair et al. (2019) approach estimated this investigation's minimal necessary sample size. The formula utilizes a statistical measure to determine the sample size required to generate reasonably reliable survey results. By employing a confidence level of 95% and an error tolerance (e) of 5%, this research's minimum necessary sample size (n) is computed by multiplying the combined indicators and latent variables by the estimated parameters. With a study consisting of 19 indicators and 5 latent variables, and taking into consideration the use of a five-point Likert scale, the computation for finding the minimum necessary sample size can be performed using the following method:

Minimum Sample Data (n) = (Number of indicators + number of latent variables) x (estimated parameters)

Minimum Sample Data (n) = (19 + 4) x (5)

Minimum Sample Data (n) = 115 respondents

According to the computation above, the study requires a minimum sample size of 115 participants.

Questionnaire Design

The questionnaire of this research consists of seven sections, which include:

1. The first section begins with a greeting from the author, followed by an explanation of the purpose of this questionnaire, an overview of the significance of the study, and directions for respondents on how to complete the questionnaire. Furthermore, an additional question is used to confirm the respondents' experience viewing Skintific's content on social media. If respondents indicate that they have not experienced this, they will be sent to the last segment.
2. The second section includes a series of questions designed to characterize the respondents. These questions include their gender, age, occupation, domicile (DKI Jakarta area), and option for participating in a giveaway.
3. The third to sixth section includes various questions about the research variables. These questions explore various aspects, such as social media marketing activities, brand trust, brand image, and purchase intention.
4. The final section, or the eighth section, brings the survey to a close. It allows respondents to review their responses before completing the questionnaire and confirm their readiness to submit them.

This survey comprises multiple-choice questions designed to gather data on the characteristics and demographic information of the respondents. The questions include demographic information and the respondent's experience with Skintific's social media account. The demographic questions cover gender, age, domicile (DKI Jakarta area), and occupations. Moreover, since this study aims to examine product purchase intention, the questionnaire includes screening questions about the respondents' experience with Skintific's social media account. As a result, the participants in this study must have viewed Skintific's content on social media.

The questionnaire adopts a statement-based structure to gather respondents' thoughts and awareness of a certain topic. The selection of appropriate questions is critical to achieving the study objectives. The study



aims to examine the effects of social media marketing activities on purchase intention, with brand trust and brand image as mediators. The questionnaire contains 19 items, with four to five indications for each variable. In addition, a Likert-type scale is used to evaluate all questions about the variables in the online questionnaire.

Table 1. Survey Items

Variable and Authors	Items	Original Questionnaire Items	Adapted Questionnaire Items
Social Media Marketing Activities (Bilgin, 2018; Yadav, 2017)	SMMA1	The social media account of this brand is enjoyable.	Konten yang terdapat di akun media sosial Skintific ini menarik bagi saya.
	SMMA2	This e-commerce brand interacts regularly with its followers and fans	Saya merasa brand Skintific ini selalu berinteraksi dengan follower-nya secara reguler.
	SMMA3	The information shared on social media of this brand is up to date.	Saya merasa informasi yang diberitakan di medsos Skintific selalu up-to-date.
	SMMA4	The information that I need can be found on social media account of this brand.	Informasi yang saya butuhkan mudah ditemukan di akun medsos Skintific.
	SMMA5	I would like to share opinions on brands, items, or services acquired from Louis Vuitton's social media with my acquaintances.	Kadang-kadang saya share opini ke teman-teman tentang produk dan layanan yang diberikan oleh brand Skintific.
Brand Trust (Lau, 1999; Kabadayi, 2012)	BT1	I trust this brand	Saya percaya dengan brand Skintific ini.
	BT2	I feel that I can trust this brand completely	Saya merasa bahwa saya bisa percaya dengan brand Skintific ini sepenuhnya.
	BT3	I cannot rely on this brand.*	Menurut saya, brand Skintific ini kurang bisa diandalkan.*
	BT4	I feel secure when I buy this brand because I know that it will never let me down.	Saya merasa aman ketika membeli produk dari brand Skintific karena saya tahu mereka tidak akan pernah mengecewakan.
	BT5	This brand cannot be counted on to do its job.*	Menurut saya, produk dari brand Skintific ini selalu dapat diandalkan.
Brand Image (Bilgin, 2018; Woo, 2019)	BI1	This brand is a leader in its sector.	Saya merasa brand Skintific ini jadi yang terbaik di antara para pesaingnya.
	BI2	This brand is customer-centred.	Menurut saya, brand Skintific ini selalu mengutamakan pelanggannya.
	BI3	I can recognize (brand name) among other competing brands.	Saya dapat mengenali Skintific di antara brand yang bersaing di sektornya.
	BI4	I can quickly recall the symbol or logo of (brand name).	Saat melihat logonya, saya langsung bisa mengenali brand Skintific ini dengan cepat.



	BI5	The likely quality of (brand name) is extremely high.	Saya merasa brand Skintific ini memiliki kualitas yang baik.
Purchase Intention (Pandey et al., 2018; Ceyhan, 2019)	PI1	I would purchase goods and services as advertised at social media.	Saya akan membeli produk yang dipromosikan brand Skintific ini melalui media sosial.
	PI2	For my next goods and services purchase, I will buy it through social media.	Untuk produk Skintific berikutnya, saya akan membelinya melalui media sosial.
	PI3	Given the chance, I would consider purchasing products in the future.	Jika ada kesempatan, saya akan mempertimbangkan untuk membeli produk dari brand Skintific ini di masa yang akan datang.
	PI4	It is likely that I will actually purchase products in the near future.	Kemungkinan besar saya akan membeli produk dari brand Skintific ini dalam waktu dekat.

* Reversed

According to Willits et al. (2016), Likert scales aim to gather information about an individual's attitude by aggregating their responses to a series of opinion-based questions specifically designed to address key aspects of the attitude under consideration. Likert-scale questionnaires are commonly used as the principal tool for evaluating affective variables because they can easily collect large amounts of data. As a result, they have become the preferred option for researchers in this field (Nemoto & Beglar, 2013). Likert-scale questionnaires have several advantages, including the ability to collect data from a large number of respondents efficiently, the potential to provide highly reliable estimates of individual abilities, the establishment of validity through various means of interpreting the data, and the ability to compare, contrast, and integrate the data with qualitative data-gathering methods such as open-ended questions, participant observation, and interviews. This study employed a five-point (5pt) Likert scale.

Respondent Profile

Information about the participants in this study was collected by asking questions regarding their gender, age, domicile, and occupation. A filtering question was also included to ascertain their experience viewing Skintific's social media content. The study offers respondents a choice between male and female identities for their gender. Furthermore, a broad range of age options is provided in this research, ranging from below 18 years, 18-24 years, and above 24 years. The selection of this age range aims to encompass a diverse group of participants, including high school students, college students, and individuals outside of these categories. Additionally, the researcher gathered information on the respondents' residence, specifically whether they reside in North Jakarta, Central Jakarta, West Jakarta, South Jakarta, or East Jakarta.

IV. RESULTS AND DISCUSSION

Validity and Reliability Test

Before distributing the completed questionnaires to the intended participants, a validity and reliability test was performed on the questionnaire. A minimum sample size is required to conduct a pretest on the questionnaire. According to Perneger et al. (2015), pretest sample sizes of 30 or greater should be recommended wherever possible to have decent power to detect reasonably common problems. The researcher distributed questionnaires in two phases, each with a different amount of survey items. The



researcher received 40 valid responses in the initial distribution. However, two of the 19 question items did not get significant ratings after the validity and reliability test. As a result, the researcher opted to modify the questions and distribute a revised questionnaire with 17 survey items. Hence, validity and reliability tests were conducted once the researcher obtained responses from 40 participants, leading to the subsequent findings.

Convergent Validity Test

According to Hair et al. (2021), the criteria for outer loading is above 0.708. However, Memon and Ramon (2014) suggest that outer loading values 0.5 are still acceptable. Hence, only indicators with outer loading values higher than 0.5 will be considered in this study.

Based on the findings, all variables except brand trust (BT3) exhibit outer loading values exceeding 0.6. The researcher decided that the indicators for social media marketing activities (SMMA5) and brand trust (BT3) should be eliminated from the study after multiple attempts of the validity test. This choice was made based on their outer loading values of 0.610 and 0.064, respectively. As a result, the revised outer loading values are shown in Table 2.

Table 2. Outer Loadings

Item	Social Media Marketing Activities	Brand Trust	Brand Image	Purchase Intention
SMMA1	0.649			
SMMA2	0.760			
SMMA3	0.778			
SMMA4	0.829			
BT1		0.873		
BT2		0.912		
BT4		0.901		
BT5		0.913		
BI1			0.787	
BI2			0.746	
BI3			0.615	
BI4			0.649	
BI5			0.752	
PI1				0.815
PI2				0.793
PI3				0.739
PI4				0.868

The resulting outer loading values in Table 2 indicate that all items exhibit values surpassing 0.6, demonstrating satisfactory reliability. Three items, namely social media marketing activities (SMMA1) and brand image (BI3, BI4), demonstrate lower values than others. Nevertheless, the researcher considers this the optimal outcome of the study. The researcher also rerun the validity test after deleting two items, and the result will be shown in Table 3. The AVE values for Social Media Marketing Activities, Brand Trust, Brand Image, and Purchase Intention are 0.573, 0.809, 0.508, and 0.648, respectively. These results suggest that all variables are valid and suitable for further analysis, as their values exceed 0.5.

This study generates two sets of Cronbach's Alpha scores because the construct reliability and validity tests are performed twice. Table 4 shows the Cronbach's alpha values obtained when all indications are used as the measurement. The Social Media Marketing Activities variable has a Cronbach's value of 0.782, Brand Trust has 0.777, Brand Image has 0.799, and Purchase Intention has 0.885. These results indicate that all the variables are reliable since their Cronbach's values exceed 0.7. However, the validity section



explains that the variables of Financial Resources and Self-Efficacy lack validity. Consequently, despite the overall reliability of all variables, further analysis is still necessary to obtain valid and reliable results.

Table 3. Average Variance Extracted

Variable	Average Variance Extracted (AVE)
Social Media Marketing Activities	0.573
Brand Trust	0.809
Brand Image	0.508
Purchase Intention	0.648

Table 4 also shows that removing certain items from the Social Media Marketing Activities and Brand Trust variables increases Cronbach's Alpha for Brand Trust. Brand Image and Purchase Intention remain constant at 0.760 and 0.821, respectively. The values for Social Media Marketing Activities become 0.795, while Brand Trust increases by 0.105 to 0.922. Consequently, even after removing specific survey items, Cronbach's Alpha values for all variables remain above 0.7. This indicates a strong internal consistency among all variables and a strong correlation between each variable.

Table 4. Cronbach's Alpha

Variable	Cronbach's Alpha <i>before Deleted Items</i>	Cronbach's Alpha <i>after Deleted Items</i>
Social Media Marketing Activities	0.757	0.748
Brand Trust	0.817	0.922
Brand Image	0.760	0.760
Purchase Intention	0.821	0.821

Composite Reliability

Composite reliability serves as an alternative approach to assessing internal consistency. Based on the data presented in Table 5, Social Media Marketing Activities initially have a composite reliability of 0.838, Brand Trust has 0.884, Brand Image has 0.835, and Purchase Intention has 0.881. These variables demonstrate a strong level of composite reliability, exceeding the threshold of 0.7. After excluding several items, the composite reliability values for Social Media Marketing Activities, Brand Trust, and Brand Image show improvement. In particular, Social Media Marketing Activities display a notable increase of 0.004 points, resulting in a value of 0.842, Brand Trust increased by 0.06 points to 0.944, and Brand Image demonstrates a 0.002-point increase, yielding a value of 0.837. These findings strongly indicate that each item consistently measures its corresponding construct.

Table 5. Composite Reliability

Variable	Composite Reliability <i>before Deleting Items</i>	Composite Reliability <i>after Deleting Items</i>
SMMA	0.838	0.842
Brand Trust	0.884	0.944
Brand Image	0.835	0.837
Purchase Intention	0.881	0.880

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Demographic Information

The data was collected through an online survey and specifically targeted individuals residing in the DKI Jakarta area with experience viewing Skintific's content on social media. Initially, a total of 183 responses were obtained. However, after a thorough analysis, it was discovered that 6 respondents were invalid as they do not have experience viewing Skintific's content. Consequently, these six responses were excluded, resulting in a final count of 177 valid and eligible data points for this study.

The data reveals that most respondents identified as women, comprising 120 individuals or 67.8% of the total. Conversely, 57 respondents, accounting for 32.2% of the total, identified themselves as male in the survey. The majority of respondents, comprising 76.3% of the total 177 participants, fall within the age range of 19 to 24 years. The second largest group comprises respondents above 24 years, representing 14.1% of all participants. The remaining respondents include those between the ages of 15 and 18, accounting for 9.6% of the total respondents. Based on their residence, the respondents live in North Jakarta, East Jakarta, West Jakarta, South Jakarta, and Central Jakarta. The data reveals that the study's sample comprised 39 respondents from North Jakarta, constituting 22% of the total respondents. Additionally, 32 respondents from East Jakarta accounted for 18.1% of the study's population. Furthermore, West Jakarta and Central Jakarta had the same quantity of respondents, which is 33 and representing 18.6% of the study's population. Finally, South Jakarta had 40 respondents, accounting for 22.6% of the study's population. The occupation distribution of the respondents provides insights into their diverse professional backgrounds. Among the total respondents, 9 individuals (5.1%) identified themselves as students, with the largest subgroup comprising 123 respondents (69.5%), specifically college students. Additionally, 33 respondents (18.6%) were employed in the private sector, while 6 respondents (3.4%) identified as entrepreneurs. Government employees accounted for 4 respondents (2.3%), and 2 housewives (1.1%) were among the participants. These findings highlight that most respondents were college students, followed by individuals employed in the private sector. Notably, students and entrepreneurs also constituted significant proportions, whereas government employees and housewives represented smaller segments within the respondent population.

Model Summary

The R^2 statistic is utilized to assess the extent to which a predictive model can accurately explain the inherent variability of dependent variables. In this study, three models are employed, each having brand trust, brand image and purchase intention as their respective dependent variables, as presented in Table 6. R^2 values, which range from 0 to 1, serve as an indicator of the predictive capability of a model. As a general guideline, higher R^2 values indicate stronger predictive capacity. According to commonly accepted standards, R^2 values of 0.25 are considered weak, values of 0.50 are moderate, values of 0.75 are substantial, and values of 0.9 or above may suggest that the model is potentially overfitting the data (Hair et al., 2021).

Table 6. Model Summary

	R^2	R^2 Adjusted
Brand Image	0.516	0.510
Brand Trust	0.383	0.379
Purchase Intention	0.497	0.489



The first model's dependent variable, Brand image, has an R^2 value of 0.516. The findings indicate that the R^2 value for Y2 has a moderately strong linear relationship. Around 51.6% of the variability in brand image can be explained by the independent variable X of social media marketing activities (SMMA). The remaining 48.4% of the brand image is likely influenced by other variables not examined in this study. These findings also show that the R^2 value of Y2, representing the brand trust, is 0.383. This value indicates that 38.3% of the variability in Y2 can be accounted for by the independent variable X, social media marketing activities (SMMA). Therefore, there is a moderately strong linear relationship in Model 2. However, other variables not examined in this study may influence the remaining 61.7% relationship quality.

Moreover, the R^2 value for model three, which refers to purchase intention, is 0.497. Since this value exceeds 0.33, it can be concluded that a moderate relationship exists. In model three, it is revealed that the independent variable X, or social media marketing activities (SMMA), Y1, or brand image (BI), and Y2, or brand trust (BT), can account for 49.7% of the variation in purchase intention. However, the remaining 50.3% of the variation can be attributed to external variables not investigated in this study.

Hypothesis Testing

Using the data from Table 7, a significance value of 0.065 was obtained for the impact of social media marketing activities on purchase intention through brand trust. Additionally, the significance value of the relationship between social media marketing activities and purchase intention through brand image is 0.079. These significance values are higher than the predetermined significance level of 0.05. Thus, it indicates an insignificant influence of social media marketing activities on purchase intention through brand image or brand trust. This result indicates that these relationships need more stimulus in order to increase purchase intention. The results also show the effect of social media marketing activities on brand trust through brand image, and the effect of brand image and purchase intention through brand trust have significance values respectively, 0.000 and 0.003. These significance values indicate positive effect on these relationships since the values are lower than the confident level of 0.05. Furthermore, the data showed that a significance value of 0.004 was obtained for the impact of social media marketing activities on purchase intention through brand image and brand trust. This significance value falls below the predetermined level of 0.05. Consequently, a significant influence between social media marketing activities and purchase intention through brand trust and brand image is observed. Based on the result, it can be concluded that the relationship between social media marketing activities and purchase intention needs two mediators in order to get a greater effect, rather than using only one mediator.

Table 7. T-Test Results

Path	β	<i>t</i> statistics	<i>P</i> Values	Result
SMMA→Brand Trust	0.161	2.050	0.041	Reject H0
SMMA→Brand Image	0.619	10.307	0.000	Reject H0
Brand Trust→Purchase Intention	0.324	3.387	0.001	Reject H0
Brand Image→Purchase Intention	0.206	1.968	0.050	Reject H1
SMMA→Purchase Intention	0.287	2.709	0.007	Reject H0
Brand Image→Brand Trust	0.607	8.780	0.000	Reject H0
SMMA→Brand Trust→Purchase Intention	0.052	1.850	0.065	Reject H1
SMMA→Brand Image→Purchase Intention	0.128	1.759	0.079	Reject H1
SMMA→Brand Image→Brand Trust	0.376	6.584	0.000	Reject H0
Brand Image→Brand Trust→Purchase Intention	0.197	2.965	0.003	Reject H0
SMMA→Brand Image→Brand Trust→Purchase Intention	0.122	2.875	0.004	Reject H0

The first hypothesis explores the correlation between social media marketing and brand trust. Based on the data presented in Table 7, the t-statistic for this relationship is recorded as 2.050. Since the t-statistic



value is greater than the critical value from the t-table (1.974), H_0 is rejected, and H_1 is accepted. The β coefficient reveals a value of 0.161, indicating that an increase in the independent variable (social media marketing activities) corresponds to an increase of 0.161 in the dependent variable (brand trust). The p-value is also reported as 0.041, which is less than 0.050. This further strengthens the acceptance of Hypothesis 1 in this study. Therefore, social media marketing activities has a positive impact on the Skintific's brand trust.

The second hypothesis explores the relationship between social media marketing activities and brand image. As indicated in Table 7, the t-statistic for this association is reported as 10.307. Based on this finding, H_0 is rejected because the t-statistic value exceeds the critical value obtained from the t-table (1.974). The β coefficient displays a value of 0.619, indicating that an increase in the independent variable (social media marketing activities) corresponds to an increase of 0.619 in the dependent variable (brand image). Moreover, the p-value provided in Table 7 is noted as 0.000, which is lower than 0.050. These results affirm the acceptance of Hypothesis 2 in the study. Consequently, social media marketing activities positively impact Skintific's brand image.

The third hypothesis examines the connection between brand trust and the purchase intention of Skintific's product. Table 7 displays a t-statistic of 3.387 for this hypothesis. Based on the information provided, it can be inferred that the t-statistic surpasses the critical value from the t-table, which is 1.974. Additionally, the p-value associated with this construct is 0.001, indicating that it is less than 0.05. With these findings, the alternative hypothesis is adopted, and this study's null hypothesis is rejected. Furthermore, the β coefficient value for this variable is reported as 0.324, which is positive. This signifies that brand trust has a positive impact on purchase intention.

The fourth hypothesis examines the relationship between brand image and purchase intention. According to Table 7, the p-value associated with this hypothesis is reported as 0.050, indicating that it is same as 0.05. The t statistics of this relationship is lower than the critical t-table value (1.968). Furthermore, the β coefficient value for this variable is recorded as 0.206, indicating a weak correlation between brand image and purchase intention. Consequently hypothesis 4, which is demonstrating the relationship of brand image and purchase intention, is **not significant**. Based on the results, it can be deduced that even though a brand has a high image, there is no assurance that it will lead to a higher intention among its customers to make a purchase.

The fifth hypothesis examines the correlation between social media marketing activities (SMMA) and the purchase intention of Skintific's product. Table t reveals a t-statistic value of 2.709, which is greater than the critical value of 1.974 from the t-table. Furthermore, the p-value is reported as 0.007, indicating less than 5% (alpha). The β coefficient value for this variable is 0.287, which indicates a positive impact of social media marketing activities on purchase intention. Based on this interpretation, the fifth hypothesis in this study is accepted. Therefore, social media marketing activities positively influence the purchase intention of Skintific's products.

Hypothesis 6 examines the relationship between brand image and brand trust. As shown in Table 7, the t-statistic value is recorded as 8.780. The data indicates that the t-statistic exceeds the critical t-table value of 1.974. Therefore, this study rejects the null hypothesis (H_0) and confirms the initial hypothesis. Additionally, the p-value presented in Table 7 are compared, revealing that these variables have p-values of 0.000, which are lower than the predetermined significance level of 0.05. This signifies the validation of hypothesis 6 within the context of this research. Furthermore, in alignment with hypothesis 6, the β coefficient value, represented by a positive figure of 0.607, demonstrates the positive impact of brand image. Based on the results of this hypothesis testing, it can be concluded that brand image has a positive influence on brand trust within the scope of this study.

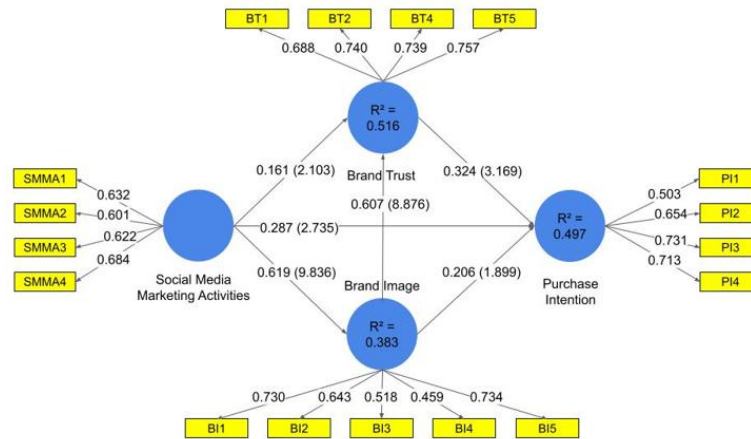


Figure 2. Regression Model

V. CONCLUSION

In conclusion, this research has provided valuable insights into the relationship between social media marketing activities and the purchase intention of Skintific's products, with brand image and brand trust serving as mediators. The findings reveal that social media marketing activities significantly influence brand image and trust. The findings also show that brand image positively affect brand trust. Moreover, the results demonstrate that brand image and trust mediate the impact of social media marketing activities on purchase intention. The study highlights the importance of maintaining a strong brand image and fostering trust among consumers in the context of social media marketing. It emphasizes the need for businesses to strategically utilize social media platforms to enhance their brand image and establish trust with their target audience. Companies can influence consumers' purchase intentions by effectively managing and implementing social media marketing activities.

Theoretical Implications

This study offers extensive evidence on the factors influencing purchase intention. While numerous studies have explored purchase intention, this research contributes to the understanding of product purchase intention through several key findings. Firstly, this study demonstrates that social media marketing activities positively influence brand trust, which supports Hypothesis 1. This testing of the hypothesis is conducted using the t-statistic and p-value. This study's findings are supported by prior studies that discovered a significant correlation between social media marketing activities and brand trust (Kim & Ko, 2010; Sanny et al., 2020). This study also found that social media marketing activities also have a positive impact on the brand image (Hypothesis 3), which is supported by prior studies conducted by Kim & Ko (2012) and Seo & Park (2018). A strong engagement in Skintific's social media accounts can be seen as a valuable opportunity to build trust and cultivate a positive brand image. By actively engaging with its audience through social media platforms, Skintific can establish a sense of credibility and authenticity. This interaction allows them to communicate effectively with their customers, address their concerns, and provide valuable information about their skincare products. Furthermore, maintaining an engaging social media presence enables Skintific to showcase its expertise, share user-generated content, and create a sense of community among its followers. As a result, customers are more likely to perceive Skintific as a trustworthy brand with a strong commitment to quality and customer satisfaction.



This study confirms the positive relationship between brand trust and purchase intention (Hypothesis 2), aligning with previous research by Dam (2020) and Huda et al. (2022). However, the study shows that brand image did not have a direct effect on purchase intention (Hypothesis 4), which is contrary with the findings of Jalilvand & Samiei (2012), emphasizing the influence of a strong brand image on increasing purchase intention.

The findings of this study indicate a significant impact of social media marketing activities on purchase intentions (Hypothesis 5), which is consistent with previous research conducted by Kim & Ko (2010) and Yadav & Rahman (2017). The results of this study also demonstrate a positive influence of brand image on brand trust (Hypothesis 6), aligning with prior researches (Alhaddad, 2015; Fianto et al., 2014; Kim & Chao, 2019; Marliawati & Cahyaningdyah, 2020). In conclusion, the findings of this study highlight the significant role of social media engagement in shaping purchase intention for Skintific. A strong and engaging social media presence can influence consumer behavior and drive purchase decisions. Therefore, Skintific must allocate resources and efforts toward creating captivating and appealing content on various social media platform.

Based on the T-test result which shows the indirect effect of these variables, three models are significant. The mediating effect of brand trust on social media marketing activities and purchase intention is shown by the P value ($0.065 > 0.05$) and T statistics ($1.850 < 1.974$). The mediating effect of brand image on social media marketing activities and purchase intention relationship is shown by the P value ($0.079 > 0.05$) and T statistics ($1.759 < 1.974$). The mediating effect of brand image and brand trust on social media marketing activities and purchase intention is shown by the P value ($0.004 < 0.05$) and T statistics ($2.875 > 1.974$). Therefore, it can be concluded that both brand image and brand trust has mediating effect on the relationship of social media marketing activities and purchase intention. These results are supported by prior studies that shows significant relationship between social media marketing activities and purchase intention with brand trust and brand image as mediating role (Kim & Chao, 2019; Putri & Anggarawati, 2022; Waworuntu et al., 2022; Salhab et al., 2022; Savitri et al., 2021).

Managerial Implications

The findings of this research have important managerial implications for Skintific regarding the relationship between social media marketing activities, purchase intention, and the mediating roles of brand trust and brand image. The study highlights the significance of social media marketing activities in influencing purchase intention. Skincare companies should allocate resources and efforts toward developing effective social media marketing strategies. This includes regular and engaging content creation, targeted advertising, influencer collaborations, and interactive campaigns. Skintific can enhance its visibility, engage with customers, and increase purchase intention by leveraging social media platforms.

In addition, Skintific should prioritize building and nurturing trust among its target customer. This can be achieved through transparent communication, reliable product information, prompt customer service, and authentic user-generated content. By fostering trust, Skintific can enhance customers' confidence in their products, positively influencing their purchase intention. Skintific should also invest in creating a strong and positive brand image. This involves developing a consistent brand identity, employing appealing visuals, maintaining high-quality products, and delivering exceptional customer experiences.

Overall, this research emphasizes the importance of leveraging social media marketing activities, building brand trust, and enhancing the brand image of Skintific. By implementing these managerial implications, Skintific can effectively influence purchase intention, strengthen customer relationships, and drive business growth.

Limitation and Future Studies



This study has encountered several limitations. Firstly, the data collection process was limited to the DKI Jakarta area, leading to a relatively small sample size. Most of the study's participants are students and young employees representing the Millennial and Gen Z generations. Therefore, the findings of the study may vary among different age groups. In addition, the study's research was on a specific brand, where there is a possibility of different results when applied to other brands. Also, this study discussed social media marketing activities in general, not on specific social media. Furthermore, since the questionnaires were administered online, the authors had minimal control over the data's accuracy. This raises the possibility that respondents may have misunderstood the questions or provided random responses, introducing potential biases into the data.

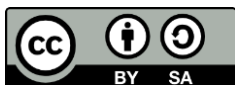
This study offers various recommendations for future research. Subsequent studies should aim to overcome the limitations of the previous research by expanding the sample size to encompass regions beyond DKI Jakarta and including diverse geographical locations. In addition, future studies should expand the sample size to a broader age group. Since this study discussed social media marketing activities in general, it could be essential to investigate the effect of social media marketing activities on specific social media platforms. Moreover, researchers should prioritize data control and accuracy by conducting surveys in controlled environments or exploring alternative methods such as interviews or observations. Implementing these measures will enable future studies to provide a more comprehensive understanding of the association between social media marketing activities and purchase intention.

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