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Exploring Social Media Marketing (SMM) in Shaping Purchase Intentions: The Mediating Role of Brand Awareness, Brand Image, and Brand Trust in the Beauty Industry Among Gen Z and Y

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ABSTRACT

Purpose: To explore the influence of Social Media Marketing (SMM) on consumer Purchase Intention in the Indonesian beauty industry, with the mediation role of Brand Awareness, Brand Image, and Brand Trust. **Method:** A quantitative approach with purposive sampling on 270 active users of TikTok and Instagram in Tasikmalaya, especially Generation Z and Y. Data was analyzed using SEM with AMOS 26. **Results:** The results of the study show that Social Media Marketing has a significant effect on Brand Awareness, Brand Image, and Brand Trust. However, only Brand Image and Brand Trust have a direct influence on Purchase Intention, while Brand Awareness and Social Media Marketing do not have a direct effect on Purchase Intention. **Findings:** Purchasing Intentions are influenced more by Brand Image and Brand Trust than by Brand Awareness. **Novelty:** This study highlights the important role of Brand Image and Brand Trust in influencing Purchase Intention through Social Media Marketing in the Indonesian beauty industry. **Originality:** This research fills in the gaps in marketing literature by focusing on the interaction between Brand Awareness, Brand Image, and Brand Trust in shaping purchasing Intentions through Social Media Marketing in the Indonesian beauty industry. **Conclusions:** To increase Purchase Intention through Social Media Marketing (SMM), beauty brands in Indonesia need to focus their efforts on strengthening Brand Image and Brand Trust, while Brand Awareness plays a role as the first step in building relationships with consumers. **Type Of Paper :** Empirical Research Paper

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INTRODUCTION

The rapid digital transformation in Indonesia, especially with high internet penetration recorded at 79.5% by 2024, opens up great opportunities for various industrial sectors, one of which is the beauty industry. A survey from the Indonesian Internet Service Providers Association (APJII) shows that the number of internet users in Indonesia reaches 221.56 million people, a figure that reflects the huge potential of the digital market. This trend is further strengthened by the projected beauty market which is estimated to reach USD 9.17 billion in 2024, with a steady growth rate (Statista, 2024).

The beauty industry in Indonesia is undergoing a major shift in line with the rapid digital transformation and changes in consumption patterns. Social media, which is now the primary channel for beauty brands to interact with consumers, plays an important role in marketing products, especially amid increasing consumer awareness of self-care and quality products. With more than 167 million active social media users in Indonesia (We Are Social, 2024), platforms such as Instagram, TikTok, and Facebook have become the main channel for brands to reach Generation Z and Millennials, the most active and selective market segment in product selection. This shift shows that digitalization not only affects the way of marketing, but also encourages consumers to be more intelligent and selective in choosing the beauty products they consume.

However, behind this huge potential, there are challenges that marketers need to pay attention to. The increasingly complex changes in consumer behavior demand a deeper understanding of the factors that influence purchasing decisions, especially related to social and environmental values that are now the primary concern of consumers. Beauty brands are now being tested not only by the quality of their products, but also by their claims regarding sustainability, material safety, and commitment to social issues, such as cruelty-free testing. Consumers want more transparency in brand communication, especially through social media platforms that allow for direct interaction between brands and consumers.

Social Media Marketing (SMM) plays a key role in influencing consumer purchasing decisions by strengthening brand awareness, brand image, and brand trust. According to Kotler & Keller, (2016), SMM is an activity designed to build meaningful relationships between brands and audiences, as well as stimulate product sales. Through social media platforms, brands can interact directly with consumers, increasing personal closeness and creating higher engagement. Research by Emini & Zeqiri, (2021) shows that marketing strategies on social media can increase brand awareness, which contributes to increased consumer purchase intention. In addition, brand image, which is formed through positive associations such as quality and brand reputation, plays a major role in purchasing decisions (Kotler & Keller, 2016), while brand trust, which refers to consumer trust in the integrity and reliability of a brand, influences loyalty and purchase intent (Morgan & Hunt, 1994). These three elements interact with each other to influence consumer intentions, where brand awareness increases product recognition, brand image builds a positive image, and brand trust strengthens consumer loyalty.

Although previous studies have explored the relationship between Social Media Marketing (SMM) and Purchase Intention, there are still some gaps that need to be explored in order to understand this phenomenon more comprehensively. Previous research, such as those conducted by Kakar et al., (2023), has identified that Brand Trust and Brand Image play an important role as mediators in the relationship between SMM and purchase intent, but there has not been a more comprehensive study that takes into account various other factors that play a role. Most of the research is also limited to the smartphone industry, while the dynamics that occur in the beauty industry, which focuses on consumer products and the influence of social media, have different characteristics. In addition, research by Ali & Naushad, (2023) which only examines Brand Image, as well as a study by Lim et al., (2024) which focuses on Brand Awareness among Generation Z, show a

lack of research involving the interaction between Brand Awareness, Brand Trust, and Brand Image as a broader factor in shaping purchasing intentions.

Filling this gap, this study aims to fill this gap by exploring the relationship between Social Media Marketing (SMM) and Purchase Intention in the Indonesian beauty industry. Specifically, this study will examine how Brand Awareness, Brand Trust, and Brand Image interact and influence consumer purchase intentions in the context of marketing through social media. The study will also identify how highly popular social media platforms in Indonesia, such as Instagram and TikTok, are being used by beauty brands to build brand awareness and influence consumer decisions. The focus of this research will involve Generation Z and Generation Y who are the most active age groups on social media and play an important role in digital beauty trends.

This study aims to deeply understand how elements such as Brand Awareness, Brand Trust, and Brand Image interact with each other in influencing consumers' purchase intentions for beauty products marketed through social media. This study is expected to provide a more comprehensive picture of the impact of SMM on purchasing decisions in the Indonesian beauty industry. In addition, this research also aims to provide practical insights for beauty industry players in Indonesia, help them design more effective and sustainable marketing strategies by making optimal use of social media, increasing more personalized interactions with consumers, and contributing to digital marketing literature in developing countries.

Exploration of Social Media Marketing as a Determinant of Purchase Intention

Various studies show that Social Media Marketing (SMM) has a significant influence on consumer Purchase Intention. Alnaser et al., (2024) and Armawan et al., (2023) found a strong direct influence of SMM on purchase intentions, while Subasinghe & Weerasiri, (2020) identified the positive impact of SMM on purchase intention of natural-based personal care products. Overall, these findings confirm that an effective social media marketing strategy can increase consumer purchase intentions.

Hypothesis 1 (H1): Social Media Marketing significantly influences Purchase Intention

Exploration of Social Media Marketing as a Determinant of Brand Awareness

Research shows that Social Media Marketing (SMM) has a significant effect on Brand Awareness. Januar et al., (2024) found that SMM can increase Brand Awareness, which is important for companies like Myskill. Khan et al., (2022) revealed that consumer attitudes towards SMM have a positive effect on brand awareness, as social media campaigns allow two-way communication that strengthens brand recognition. Huili Wang, (2024) also confirmed the significant influence of SMM on Brand Awareness. Overall, these findings confirm the important role of SMM in building brand awareness.

Hypothesis 2 (H2): Social Media Marketing significantly affects Brand Awareness

Exploration of Social Media Marketing as a Determinant of Brand Image

Research shows that Social Media Marketing (SMM) has a positive and significant influence on Brand Image. Ali & Naushad, (2023) stated that SMM has a positive impact on brand image, while Kakar et al., (2023) affirmed that marketing activities on social media can significantly strengthen Brand Image. İbrahim Aydın, (2023) also confirmed the importance of SMM in improving the image of a business brand. Overall, these findings confirm the role of SMM in building and improving the company's Brand Image.

Hypothesis 3 (H3): Social Media Marketing Significantly Affects Brand Image

Exploration of Social Media Marketing as a Determinant of Brand Trust

Research shows that Social Media Marketing (SMM) has a significant influence on Brand Trust.

Kalkalr et al., (2023) found that increased SMM activity can increase consumer trust in brands, which strengthens purchase intent. Gökerik, (2024) adds that the use of social media increases consumer trust and strengthens repurchase intent. Mallal et al., (2023) also confirmed the positive influence of SMM on Brand Trust. Overall, these findings confirm that SMM plays an important role in building and increasing consumer trust in brands.

Hypothesis 4 (H4): Social Media Marketing significantly affects Brand Trust

Exploration of Brand Awareness as a Determinant of Purchase Intention

Various studies show that Brand Awareness has a significant positive influence on Purchase Intention. Rolalndo & Sunalral, (2024) concluded that brand awareness plays an important role in influencing consumer purchase intentions. Research by Rizki Dindal & Refi ALldi, (2022) also revealed that the higher consumer awareness of the brand, the greater their intention to buy the product. Falisall & Ekalwalnto, (2022) emphasized that efforts to increase Brand Awareness can increase Purchase Intention. Overall, these findings show that Brand Awareness is a key factor in shaping consumer purchase intentions.

Hypothesis 5 (H5): Brand awareness significantly influences Purchase Intention

Brand Image Exploration as a Determinant of Purchase Intention

Various studies show that Brand Image has a significant positive influence on Purchase Intention. ALli & Nalushald, (2023) found a strong relationship between brand image and consumer purchase intent. Sallhalb et al., (2023) also revealed that a positive perception of a brand can motivate purchase decisions. Walworuntu et al., (2022) confirmed that Brand Image has an effect on purchase intentions, especially among Gen Z who have higher purchase intentions for local products with a positive image. Overall, these findings confirm the important role of Brand Image in driving consumer purchase intent.

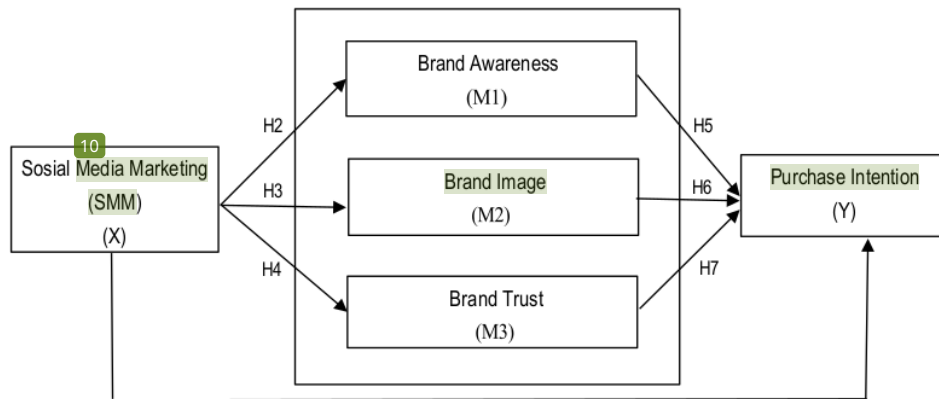
Hypothesis 6 (H6): Brand Image significantly influences Purchase Intention

Exploration of Brand Trust as a Determinant of Purchase Intention

Various studies show that Brand Trust has a significant positive influence on Purchase Intention. Ellitaln et al., (2022) found that trust in brands can increase purchase intent for Somethinc products. Ralmalhdalni & Pralsalsti, (2023) also revealed that Brand Trust has a positive effect on Purchase Intention, especially on consumers with lower middle incomes. Putri & Daln ALnggalralwalti, (2022) confirmed the positive and significant influence of Brand Trust on the purchase intention of Scarlett Whitening products. Overall, these findings underscore the important role of Brand Trust in shaping consumer purchase intent.

Hypothesis 7 (H7): Brand Trust significantly influences Purchase Intention

Figure 1. Research Mode



Source: Developed for Research (2024) H1

METHOD

This study uses a quantitative methodology with a survey design to analyze the influence of Social Media Marketing (SMM) on Brand Awareness, Brand Image, Brand Trust, and Purchase Intention among active users of TikTok and Instagram in Tasikmalaya, especially from generations Z and Y. The research was carried out from September to November 2024 with a purposive sampling technique, where participants were selected based on certain criteria, namely active users of TikTok and Instagram social media who have an interest in beauty products. The sample selection was focused on respondents from generation Z (17-23 years old) and generation Y (24-39 years old), which are known as the millennial group that is heavily involved in beauty product marketing activities on social media platforms. Data was collected through an online questionnaire with a 10-point Likert scale that was tested for validity and reliability. Data analysis was carried out using Structural Equation Modeling (SEM) with Amos software version 26 to test the relationship between latent variables. This research aims to provide insight into the influence of SMM in the beauty industry on social media platforms

Table 1. Operational definition of variables

Variable	Dimension	Indicator	Description
Social Media Marketing (SMM) (Kakar et al., 2023)	Entertainment	SMM1	Interesting content that entertains consumers' attention on social media.
	Interaction	SMM2	Active engagement between brands and consumers on social media.
	Trendiness	SMM3	Brands create or follow popular trends on social media.
	Customization	SMM4	Content customization to meet the preferences of the target audience.
	Word-Of-Mouth	SMM5	Consumer recommendations or reviews that spread social media.
Brand Awareness (Kilei et al., 2016)	brand Recall	BA1	The ability of consumers to remember a brand after seeing content on social media.
		BA2	The ability of consumers to remember brands that have been seen before.

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Brand Image Kotler & Keller (2016) in (In Goat Bingin Mustika1, 2022)	brand Recognition	BA3	The ability of consumers to recognize a brand when they see a logo or product.
	Strength	B11	A positive perception of the brand that reflects quality and reputation.
	Uniqueness	B12	Brand association with the value and quality of the products presented.
	Favorable	B13	Brand uniqueness in product and marketing compared to competitors.
Brand Trust Delgado (2005, (ALBERT SETIAPUTRA, 2016)	brand reliability	BT1	Trust in product quality and brand commitment to deliver on promises.
		BT2	Consumer confidence that the brand can be relied on in a variety of conditions.
	brand intention	BT3	Consumer intent to further interact with the brand through social media or loyalty programs.
Purchase Intention Griffin (and Dyego & Octavianti, 2020)	Attention	PI1	The ability of social media attracts consumers to buy products.
	Interest	PI2	Consumer interest in learning more about the product after seeing the content.
	Desire	PI3	Consumers' desire to buy products after being exposed to social media.
	Action	PI4	The real step of consumers buying products after being interested through social media.

Source: Developed for Research (2024)

RESULTS AND DISCUSSION

RESULTS

Table 2. Respondent demographic data

Characteristic	Option	Number of Research Participants	Share Percentage in Research
Gender	Woman	226	83,70%
	Man	44	16,30%
Age	28-33 years old (Generation Z)	193	71,48%
	24-39 years old (Generation Y)	77	28,52%
Work	Civil Servants	12	4,44%
	Private Employees	48	17,78%
	Businessman	23	8,52%
	Student	166	61,48%
	Housewives	21	7,78%
Monthly Revenue	< IDR 1.000.000	74	27,41%
	IDR 1.000.000 - IDR 3.000.000	133	49,26%
	IDR 3.000.000 - IDR 5.000.000	29	10,74%
	IDR 5.000.000 - IDR 7.000.000	17	6,30%
	IDR 7.000.000 - IDR 10.000.000	11	4,07%
	> IDR 10.000.000	6	2,22%
Frequency of Social Media Use	Every day	211	78,15%
	Several times a week	31	11,48%
	Once a week	0	0,00%
	As needed	28	10,37%

Most Used Social Media Platforms	Instagram	117	43,33%
	Tiktok	153	56,67%

Source: Author findings (2024)

Based on the results in table 2, the demographics provide insightful context for the study's sample characteristics, emphasizing a predominance of female participants (83.70%) compared to males (16.30%). Age distribution indicates a majority (71.48%) fall within the Generation Z category (17-23 years old), with the remainder (28.52%) being Generation Y (24-39 years old). Notably, the majority of respondents are students (61.48%), highlighting their social media behavior as crucial to understanding broader trends.

Instrument Assessment

The Confirmatory Factor Analysis (CFA) and reliability tests reveal robust indicators across all variables, achieving factor loading values above 0.7. This aligns with the validation thresholds suggested by Ghazali (2017) and Hair et al. (2019). Furthermore, reliability is confirmed through Cronbach's alpha and construct reliability values surpassing 0.6 and 0.7, respectively, establishing the validity and reliability necessary for further analysis.

Table 3. Instrument Validity and Reliability Test

Variable	Indicator	L.Factor	S.E	C.Ratio	P	Reliability Tests	
						Cronbach's Alpha	C.R.
Sosial Media Marketing (SMM)	SMM1	0,734		Reference Point		0,849	
	SMM2	0,781	0,074	13,072	***	0,826	
	SMM3	0,767	0,073	12,801	***	0,842	0,872
	SMM4	0,746	0,072	12,389	***	0,847	
	SMM5	0,770	0,076	12,847	***	0,842	
Brand Awareness	BA1	0,763		Reference Point		0,789	
	BA2	0,808	0,076	14,233	***	0,753	0,835
	BA3	0,806	0,078	14,153	***	0,770	
Brand Image	BI1	0,843		Reference Point		0,851	
	BI2	0,848	0,054	17,635	***	0,851	0,890
	BI3	0,800	0,059	16,072	***	0,862	
	BI4	0,782	0,063	15,464	***	0,867	
Brand Trust	BT1	0,876		Reference Point		0,802	
	BT2	0,731	0,056	14,539	***	0,881	0,875
	BT3	0,897	0,050	21,122	***	0,765	
Purchase Intention	PI1	0,809		Reference Point		0,841	
	PI2	0,834	0,064	16,439	***	0,834	0,878
	PI3	0,724	0,066	13,477	***	0,870	
	PI4	0,837	0,064	16,483	***	0,815	

Source: Amos and SPSS Calculation Results (2024)

Based on the results in table 3, confirmatory factor analysis (CFA) and reliability test, all variables and indicators in this model show results that meet the validity and reliability criteria set. Each indicator in the variables Social Media Marketing, Brand Awareness, Brand Image, Brand Trust, and Purchase Intention has a factor loading value greater than 0.7, which indicates that all indicators are effective in measuring their respective latent variables. In addition, Cronbach's Alpha value for

each construct is greater than 0.6, and the Construct Reliability (C.R.) exceeds 0.7, indicating good reliability for all constructs. Thus, this data can be considered valid and reliable, meeting the necessary prerequisites for further analysis.

Normality test

The prerequisites for the normality test in AMOS can be done by looking at the critical ratio (C.R.) values for skewness and kurtosis. If the C.R. values for both statistics are in the range of -2.58 to +2.58, then the data distribution can be considered normal. However, if the C.R. value is less than -2.58 or greater than +2.58, then the data distribution can be said to be abnormal. In a multivariate manner, the normality test can be carried out by looking at the C.R. value in the last row, with the same conditions.

Table 4. Normality Test

Variable	Min	Max	Skew	C.R.	Kurtosis	C.R.
PI4	6	10	-0,593	-3,981	-0,628	-2,106
PI3	5	10	-0,638	-4,279	0,056	0,187
PI2	6	10	-0,586	-3,928	-0,616	-2,064
PI1	5	10	-0,748	-5,020	-0,056	-0,189
BT3	5	10	-0,877	-5,881	0,652	2,187
BT2	6	10	-0,597	-4,006	-0,132	-0,443
BT1	5	10	-0,887	-5,951	0,533	1,787
BI4	5	10	-0,985	-6,608	0,661	2,216
BI3	5	10	-0,845	-5,667	0,493	1,652
BI2	5	10	-0,853	-5,722	0,504	1,691
BI1	5	10	-0,851	-5,711	0,264	0,886
BA3	5	10	-0,690	-4,631	0,490	1,645
BA2	6	10	-0,763	-5,121	-0,140	-0,470
BA1	5	10	-0,820	-5,499	0,834	2,798
SMM5	6	10	-0,765	-5,129	-0,206	-0,692
SMM4	5	10	-0,631	-4,229	0,200	0,672
SMM3	5	10	-0,635	-4,261	0,489	1,639
SMM2	5	10	-0,831	-5,575	0,378	1,267
SMM1	5	10	-0,518	-3,472	-0,352	-1,181
Multivariate					3,028	0,881

Source: Researcher (2024)

Based on the results of table 4, the normality of data distribution is assessed through critical ratio (C.R.) values for skewness and kurtosis. Several variables exhibit abnormal distributions (C.R. for skewness falling outside -2.58 to +2.58), indicating distributional asymmetry. Conversely, kurtosis C.R. values generally fall within acceptable ranges, suggesting limited severe outliers. The multivariate kurtosis value of 0.881 confirms normality at a broader scale, justifying the use of the bootstrap method and Bollen-Stine estimation in Structural Equation Modeling (SEM). The Bollen-Stine

bootstrap p-value of 0.3972 confirms model validity, demonstrating a good fit for the data without requiring model adjustments.

Tabel 5. Maximum Likelihood Bootstrap

Bollen-Stine Bootstrap (Default model)

The model fit better in 302 bootstrap samples.

It fit about equally well in 0 bootstrap samples.

It fit worse or failed to fit in 198 bootstrap samples.

Testing the null hypothesis that the model is correct, Bollen-Stine bootstrap $p = ,3972$

Source: Researcher (2024)

Based on the results in table 5, the Bollen-Stine bootstrap value of $p = 0.3972$ greater than 0.05 indicates that there is no sufficient reason to reject the null hypothesis. Thus, the model used can be considered correct and valid. Although there is variation in the model match in the bootstrap sample, these results still indicate that the model matches the data being analyzed. Therefore, the research can be continued without the need for modifications to the model.

Outlier Evaluation

Outlier detection through the Mahalanobis distance (d^2) with a significance threshold of $p < 0.001$ identifies potential outliers by comparing d^2 to a chi-square (χ^2) value of 43.820 (for 19 degrees of freedom). Exceeding this threshold indicates that data points may be outliers, potentially affecting the analysis outcomes.

Table 6. Outlier Evaluation

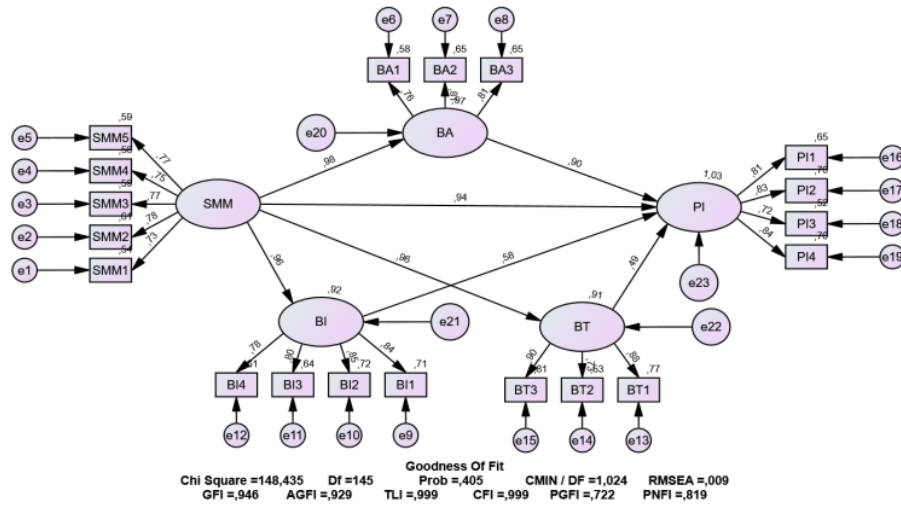
Observation Number	Mahalanobis d-squared	p1	p2
98	32,1324	0,0302	0,9997
156	31,5536	0,0351	0,9993
270	30,9456	0,0409	0,9990
242	30,5861	0,0448	0,9982
230	30,3453	0,0476	0,9964

Source: Researcher (2024)

Based on table 6 the calculation of the Mahalanobis squared distance (d^2) and the p-value test in table 6, no data was detected as an outlier in this dataset. All d^2 values were below the threshold of 43.820, which was obtained from a Chi-Square distribution with 19 degrees of freedom at a significance level of 0.001, indicating that there were no observations that were far from the normal distribution of multivariates. Although a higher p-value indicates some observations slightly further away from the normal distribution, no p-value is smaller than 0.001, which means there are no significant outliers.

Structural Model Analysis (SEM)

Figure 2. SEM Structural Model Test Output



Source: Researcher (2024)

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Table 7. Goodness Of Fit Test

Goodness of Fit Indices	Cut-Off Value	Result	Decision
Chi Square	Expectedly Small	148,435	
CMIN/DF	≤ 2.00	1,024	Good Fit
Probability	≥ 0,05	0,405	Good Fit
RMSEA	≤ 0,08	0,009	Good Fit
GFI	≥ 0,90	0,946	Good Fit
AGFI	≥ 0,90	0,929	Good Fit
CFI	≥ 0,95	0,999	Good Fit
TLI	≥ 0,95	0,999	Good Fit
PGFI	≥ 0,50	0,722	Good Fit
PNFI	≥ 0,60	0,819	Good Fit

Source: Researcher (2024)

Based on the results of table 7 the Goodness of Fit Indices in table 7, this model shows an excellent fit. A Chi-Square value of 148.435 is not a problem because it is affected by the large sample size. CMIN/DF of 1.024, Probability 0.405, and RMSEA 0.009 indicate an excellent model. The GFI (0.946), AGFI (0.929), CFI (0.999), and TLI (0.999) indices all exceeded the recommended threshold, confirming an optimal fit. PGFI (0.722) and PNFI (0.819) were also larger than the expected minimum. Overall, the model shows Good Fit, which means it matches the data analyzed.

Table 8. Hypothesis Test

			Estimate	S.E.	C.R.	P	Conclusion
PI	<---	SMM	1,013	0,9555	1,060	0,289	H1 Not Supported
BA	<---	SMM	0,872	0,0698	12,486	***	H2 Supported
BI	<---	SMM	1,065	0,0780	13,654	***	H3 Supported
BT	<---	SMM	1,055	0,0749	14,079	***	H4 Supported
PI	<---	BA	1,095	0,9261	1,183	0,237	H5 Not Supported
PI	<---	BI	0,568	0,1993	2,848	0,004	H6 Supported
PI	<---	BT	0,481	0,1800	2,675	0,008	H7 Supported

Source: Researcher (2024)

Based on the results in table 8, it shows the results of the analysis of the relationship between Social Media Marketing (SMM), Brand Awareness (BA), Brand Image (BI), Brand Trust (BT), and Purchase Intention (PI). The first hypothesis (H1) that tests the influence of SMM on Purchase Intention (PI) is not supported (estimate 1.013, $p = 0.289$). The second hypothesis (H2) which tests the influence of SMM on Brand Awareness (BA) is supported (estimate 0.872, $p < 0.001$). The third hypothesis (H3) is also supported, showing the influence of SMM on Brand Image (BI) (estimate 1.065, $p < 0.001$). The fourth hypothesis (H4) that tests the influence of SMM on Brand Trust (BT) is supported (estimate 1.055, $p < 0.001$). The fifth hypothesis (H5) that tests the influence of Brand Awareness (BA) on Purchase Intention (PI) is not supported (estimate 1.095, $p = 0.237$). The sixth hypothesis (H6) which tests the influence of Brand Image (BI) on Purchase Intention (PI) is supported (estimated 0.568, $p = 0.004$). The seventh hypothesis (H7) which tests the influence of Brand Trust (BT) on Purchase Intention (PI) is also supported (estimate 0.481, $p = 0.008$).

DISCUSSION

Social Media Marketing on Purchase Intention

The results of the analysis showed that Social Media Marketing had no significant effect on Purchase Intention, with an estimate of 1.013 and $p = 0.289$, which resulted in the rejection of the first hypothesis (H1). These findings are in line with the research of ALi & Nalushald, (2023), Vidyalnaltal, (2022), and Sallhalb et al., (2023), which also did not find a significant influence of Social Media Marketing on purchase intent. While social media marketing can affect other factors such as brand awareness and brand image, its impact on consumer purchase intent has not been shown to be significant.

Social Media Marketing on Brand Awareness

The results of the analysis show that Social Media Marketing (SMM) has a positive and significant influence on Brand Awareness (estimated 0.872, $p < 0.001$), which supports the acceptance of the second hypothesis (H2). These findings are consistent with the research of Jalnualr et al., (2024), Khaln et al., (2022), and Huili Wang, (2024), which confirmed that SMM is effective in increasing brand awareness through two-way interaction and communication with consumers. Overall, these results reinforce the important role of SMM in introducing brands and expanding market reach.

Social Media Marketing on Brand Image

The results of the analysis showed that Social Media Marketing (SMM) had a positive and significant effect on Brand Image (estimated 1.065, $p < 0.001$), which supported the acceptance of the third hypothesis (H3). These findings are consistent with the research of (ALi & Nalushald, 2023), Kalkalr et al., (2023), and İbralhım ALyđın, (2023), which confirmed that SMM significantly strengthens consumers' positive perception of brands and improves brand image through two-way interactions

on social media platforms. Overall, these results underscore the importance of SMM in shaping and strengthening its Brand Image, which is crucial for brand success in a competitive market.

Social Media Marketing on Brand Trust

The results of the analysis show that Social Media Marketing (SMM) has a positive and significant effect on Brand Trust (estimated 1.055, $p < 0.001$), which supports the acceptance of the fourth hypothesis. These findings are in line with the research of Kalkar et al., (2023), Gökerik, (2024), and Mallal et al., (2023), which confirmed that SMM significantly increases consumer trust in brands, strengthens the relationship between brands and consumers, and influences purchase decisions. Overall, these results underscore the important role of SMM in building Brand Trust, which is crucial to increase consumer loyalty and drive purchase decisions.

Brand Awareness on Purchase Intention

The results of the analysis showed that Brand Awareness had no significant effect on Purchase Intention (estimated 1.095, $p = 0.237$), leading to the rejection of the fifth hypothesis (H5). This finding is in line with the research of Omid Malhdieh, (2024), Emini & Zeqiri, (2021), and Ralmaldhalni Irdalsyah et al., (2022), which stated that while Brand Awareness is important to introduce brands to consumers, it does not directly affect purchase intentions. Overall, these results show that while Brand Awareness can increase brand visibility, its influence on consumer Purchase Intention has not been shown to be significant.

Brand Image on Purchase Intention

The results of the analysis showed that Brand Image had a positive and significant effect on Purchase Intention (estimated at 0.568, $p = 0.004$), supporting the sixth hypothesis (H6). These findings are in line with the research of ALli & Nalushald, (2023) and Sallhalb et al., (2023), which confirmed that brand image influences consumer purchase intentions. Research by Walworuntu et al., (2022) also found that a positive perception of local product brands can drive purchase decisions, especially among Gen Z. Overall, these findings confirm the importance of brand image in increasing consumer purchase intentions.

Brand Trust on Purchase Intention

The results of the analysis show that Brand Trust has a positive and significant effect on Purchase Intention (estimated at 0.481, $p = 0.008$), supporting the seventh hypothesis (H7). These findings are consistent with research by Ellitaln et al., (2022), which found that Brand Trust can increase consumer purchase intent. Research by Ralmaldhalni & Pralsalsti, (2023) and Putri & Daln ALnggalralwalti, (2022) also shows that consumers who trust a brand are more likely to have the intention to buy the product. Overall, these findings underscore the importance of Brand Trust in driving consumer purchasing decisions.

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CONCLUSION

This study examines the impact of Social Media Marketing (SMM) on Purchase Intention in Indonesia's beauty industry, highlighting the roles of Brand Awareness, Brand Image, and Brand Trust. The findings reveal that SMM significantly enhances Brand Awareness, Brand Image, and Brand Trust. However, SMM does not directly influence Purchase Intention. While Brand Awareness increases, it alone is insufficient to drive purchase decisions without deeper factors. Instead, Brand Image and Brand Trust mediate the relationship, with these elements playing a more critical role in shaping consumer decisions.

Practical Implications

The study underscores that Indonesian beauty brands must prioritize fostering a positive Brand Image and strong Brand Trust through authentic social media interactions, while Brand Awareness should serve as a foundational step. Practical implications include focusing SMM efforts on enhancing consumer perception and trust rather than merely increasing recognition.

Limitations and Recommendations

Limitations include a narrow geographic scope (Tasikmalaya) and platform focus (TikTok and Instagram). Future research should explore broader regions, platforms, and other factors like cultural or psychographic influences.

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