

Social Media Marketing, Brand Image, Brand Awareness, Perceived Quality And Purchase Intention In Skincare Product Users

*Determinant of
Purchase Intention
for Skincare Product*

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ABSTRACT

This study aims to examine the influence of social media marketing on brand image, brand awareness, and perceived quality in skincare product users. Research methods using quantitative approach descriptive causality. The sample consisted of 105 respondents who are active skincare users on instagram. Data were collected through online questionnaires and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results showed that social media marketing has a significant and positive influence on brand image, brand awareness, and perceived quality, which can increase purchase intention. These findings indicate that an increase in social media marketing can increase consumer purchase intention. Based on the results of this study, it is recommended that skincare companies are advised to continue to optimize social media marketing strategies to build a positive brand image, increase brand awareness, and strengthen perceived quality in order to create consumer desire to buy products.

Keywords: *social media marketing, brand image, brand awareness, perceived quality, purchase intention.*

INTRODUCTION

In the era of digital technology, social media marketing has become one of the strategies in building a competitive advantage for a business entity by creating superior customer value through better products or services compared to its competitors (Diatmono et al., 2020; Imran, Mariam, et al., 2020; Rumaidlany et al., 2022). Social Media can popularize a brand and can improve business performance to lure consumers to use a product offered (Chandra et al., 2019; Imran, Arvian, et al., 2020; Sukarno et al., 2020; Wijaya & Sutawidjaya, 2015). Brand image, brand awareness and perceived quality have a very significant role in efforts to increase purchase intention, in the beauty industry is strongly influenced by how consumers assess the quality of products based on the benefits obtained (K. Kurniawati et al., 2024; Mariam et al., 2021; Tauhit & Asmadi, 2024). A positive perception of the perceived quality of the product will have a greater chance of success and gain a wider market share than brands with a weak perception of quality (Meidiyanty et al., 2023; Nurdiansyah et al., 2020; Rezaldi & Mariam, 2021). Social media marketing has an important role to influence consumer perceptions of product images that ultimately encourage consumer buying interest (Ghazmahadi et al., 2020; Mariam & Defran, 2024; Sinurat et al., 2024).

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Social media marketing plays a role in reaching the market segments expected by the company to achieve its marketing and business goals efficiently through Instagram (Amalia et al., 2024; Arasu et al., 2020; Nurcahyani et al., 2023). Then Ayuningsih & Maftukhah (2020) and Sylvia & Ramli (2023) reveals that brand image can form a specific product identity that will affect customer interaction to product value. In addition, the increased level of brand awareness shows that human awareness in wearing beauty products is important for consumers (Doddy et al., 2020; Mariam & Ramli, 2021; M. P. Pratama et al., 2023). By strengthening consumer perceptions of product quality can open up opportunities to develop products and increase consumer buying interest (Khasanah et al., 2021; Styliadis et al., 2020; Sylvia & Ramli, 2023).

In addition to improving perceived quality, paying attention and strengthening brand image and brand awareness is a top priority for business owners because consumers tend to reference first before deciding to buy a product or service (Kalim et al., 2024; Kazmi & Mehmood, 2016; Yunus et al., 2023). Importance as a determinant of customer decisions to buy, then perceived quality becomes an important role in influencing consumer behavior and maintaining relationships in the long term (Febriani et al., 2023; Nurfitriana et al., 2020; Sutriani et al., 2024).

The point of view between customers and the cosmetics industry is changing consumer preferences for skincare brands in shaping brand image, brand awareness, perceived quality and purchase intention (Mariam et al., 2023; Rahmawati & Ramli, 2024; Steven et al., 2023). This is a very important aspect because it affects the perception of customers about how to assess and perceive the quality of the product, so in the selection of raw materials for skincare products required good quality and safety in the production process and product formulation (Megawaty et al., 2024; R. A. Pratama et al., 2023; Ramli, 2019). A customer's decision to purchase a product is determined by the benefits that the product brings if it provides effective results for their skin (Bachtiar et al., 2023; Mariam et al., 2022; Ramli & Novariani, 2020). Therefore, the cosmetics industry must be smart in ensuring the excellence of the products marketed (Arbol & Ramli, 2024; Situmorang et al., 2023; Utama et al., 2020).

This research focuses on the field of cosmetics industry, namely natasha skincare who sells various cosmetic products through social media marketing such as instagram. In the cosmetics industry, the level of perceived quality in customers reflects the performance of products in meeting the needs and expectations of consumers to position customer intentions by purchasing products. Previous studies have discussed related to purchase intention in social media marketing but are less effective because they only set priorities for brand image, highlighting the important role of brand image to form customer loyalty (Park & Namkung, 2022). However, current research emphasizes perceived quality as a key driver to strengthen the relationship between brands and consumers and increase purchase intention. If the previous study focused on the coffee industry, then in this latest study, the cosmetics industry became the focus of the research object chosen by the authors.

This study aims to understand how factors such as perceived quality, brand image, and brand awareness contribute to consumer purchasing decisions in the cosmetics industry, especially in natasha skincare products marketed through social media such as instagram. In this study the authors hope that Natasha skincare company can continue to improve the use of perceived quality, brand image and brand awareness as a strategy to achieve marketing goals and business success in the long term.

LITERATURE REVIEW

Social Media Marketing

Chatterjee & Kar (2020) defining that social media marketing is part of digital marketing and business promotion as an effective instrument for connecting between companies and customers. Social Media is a powerful tool for building relationships and creating dynamic social experiences (Mulyadi et al., 2020; Situmorang et al., 2023; Takaya et al., 2019).

Brand Image

Brand image is the consumer's perception of the brand is described as the relationship of a brand with a particular concept that consumers remember when he found the brand Perceived Trust (Cheung et al., 2019; Fachridian et al., 2024; Rizky et al., 2023). Then Chan *et al.* (2021), Mariam et al., (2020), Mariam & Ramli (2020) and Miaty et al., (2024) reveals that the brand image is created on the basis of consumer perceptions when they interact directly with the product to include consumer beliefs and tastes towards the product.

Brand Awareness

Brand awareness has the ability to identify or remember a brand and be aware of its existence in a particular product category (Mariam & Ramli, 2022; Ramli, 2019). Brand awareness helps in the process of brand positioning in the minds of consumers by providing a solid foundation for brand communication efforts to be more effective when consumers already have a good knowledge of the brand (Harrington et al., 2017; Ramli, 2017, 2020; Rinaldi & Ramli, 2023).

Perceived Quality

Perceived quality is the consumer's assessment of the quality of the product or about the overall excellence of a product (Dewi & Ramli, 2023; Gök et al., 2019; Mariam & Ramli, 2021; Sylvia & Ramli, 2023). The companies that can build perceived quality will have a subjective effect on quality assessment and improve profitability in the long run (Doddy et al., 2020; Eki & Ramli, 2024; Gunawan & Ramli, 2023; Sari & Ramli, 2023).

Purchase Intention

Purchase intention is an indication of consumers who are already planning or have a desire to buy a particular product or service in the future (Ceyhan, 2019; Mulya & Ramli, 2023; Rahmawati & Ramli, 2024; Ramli & Mariam, 2020). Purchase intention is defined as a condition to encourage consumers to buy a product or service that arises because of interesting information about the product (Harahap & Ramli, 2023; Indriani & Ramli, 2024; Maharani & Ramli, 2024; Zhuang et al., 2021).

RELATIONSHIP BETWEEN VARIABLES

The Relationship Between Social Media Marketing And Brand Image

Shanti & Manurung (2020) states that Social media marketing is a means to build brand image, in presenting attractive advertisements and in accordance with Product Characteristics. Marketing activities in social media marketing regarding the cosmetics industry have a significant impact on attracting consumer attention, therefore the brand image will be created specifically to have distinctive characteristics (Islam & Rahman, 2016a; Kadir & Ramli, 2024; Salma & Ramli, 2023). Previous researchers proved that social media marketing has a positive influence on brand image (Ellitan et al., 2022).

H1. Social Media marketing enhances brand image.

The relationship between Social Media Marketing and Brand Awareness

Social media marketing has an important role in supporting brand awareness to influence consumer perception in marketing activities in the cosmetics industry (Jelly et al., 2023). High social media marketing involvement in brand awareness can create a distinctive brand and improve consumer communication with the brand (So et al., 2018). In the cosmetics industry social media marketing will run smoothly if the product includes quality with product specifications that are expected according to consumer needs (Park & Namkung, 2022). Previous research has proven that the influence of social media marketing in the cosmetics industry on brand awareness (Ardiansyah & Sarwoko, 2020; Ellitan et al., 2022; Jelly et al., 2023; dan Savitri et al., 2021).

H2. Social Media marketing increases Brand Awareness.

The relationship between Social Media Marketing to perceived quality

Wuisan & Angela (2020) argue that the success of the majority of the cosmetics industry has a charm that can steal the attention of customers by displaying attractive advertisements through social media platforms. In addition, marketing through social media provides interesting information to consumers and encourages two-way interaction to maintain relationships with consumers and improve quality perception (Angeline, 2023). Researchers have previously found that social media marketing exerts a significant impact on perceived quality through various mechanisms such as brand reputation, and customer engagement (Lee et al., 2019).

H3. Social Media Marketing increases perceived quality.

The relationship between Brand Image and purchase intent

According to Zarei et al. (2019) purchase intention is an important indicator to understand consumer behavior in the context of the formation of positive intentions related to the level of consumer willingness to brand image that encourages consumers to purchase product behavior. Forming a good brand image on a brand that is expected by the company in order to create a positive image on consumers that will influence consumers to make purchases (Kazmi & Mehmood, 2016). Previous researchers Daud & Hee (2021); Safitri & Albari (2024) Daud & Hee (2021); Safitri & Albari (2024) revealed that brand image has a positive effect on purchase intention.

H4. Brand Image affects Purchase intent.

The Relationship Between Brand Awareness And Purchase Intention

Kusumahati & Febrianti (2022) argue that the development of the cosmetics industry makes companies that have brands must be ready to innovate to build brand image, for example by collaborating with influencers who will share interesting and high-quality content to attract consumer attention in purchase intention. Influencer support in forming strong relationships with consumers, as well as increasing brand awareness by sharing content to convey information through social media can strengthen purchase intention (Ningrat & Yasa, 2022). Awuy *et al.* (2024) said that a high level of brand awareness can affect the perception of consumers so that they will recommend to others, this can affect purchasing decisions and have higher loyalty. Previous researchers have proven a positive relationship between brand awareness and purchase intention *intention* (Khuong & Tram, 2015; Novansa & Hapzi, 2011).

H5. Brand Awareness affects purchase intent.

Relationship between perception of quality to purchase intention

According to Yulianti & Keni (2022)) perceived quality and purchase intention have an important relationship as a source of credibility to increase purchase intention. Kapoor *et al.* (2022) said that perceived quality focuses on quality attributes to provide a good experience on products and services to increase customer loyalty and strengthen the intention for repeat purchases. If consumers are satisfied with a product or service, consumers will feel satisfied and loyal to the brand (Kataria & Saini, 2020). This is supported by previous research on the relationship between perceived quality and purchase intention (Darmawan & Putri, 2020).

H6. Perceived quality affects purchase intent.

Referring to the hypothesis framework presented previously, the description of the research model can be described as follows:

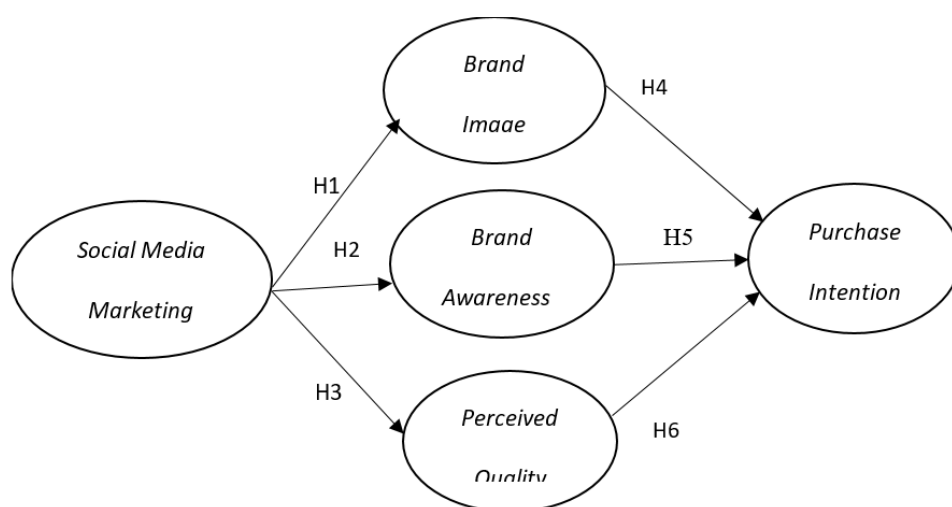


Figure 1. Research Model

METHOD

This study uses descriptive causality research design with quantitative method approach. This study aims to evaluate the effect of social media marketing on brand image and perceived perception of product quality on the purchase intention of beauty products among the public (Sanny *et al.*, 2020). In this study, measurements related to the variables studied were adapted from previous studies (Park & Namkung, 2022). Where the independent variable (exogenous) is social media marketing was measured by 8 questions adapted from Bilgin, (2018); Kim & Ko, (2012); and Seo *et al.* (2020). The dependent variable (endogenous) in this study is brand image measured using 3 questions adapted from Godey *et al.* (2016); Seo & Park, (2018); Severi & Ling, (2013) brand awareness variable adapted from (Kim & Hyun, 2011; Seo & Park, 2018) which consists of 3 questions. For perceived quality variables measured using 3 questions adapted from Aaker, (1996); Schivinski & Dabrowski, (2015); Yoo & Donthu, (2001). Finally, the purchase intention variable was measured using 4 questions adapted from dari Aaker, (1996); Schivinski & Dabrowski, (2015); Yoo & Donthu, (2001). Wu *et al.* (2014); Zeithaml, (1988). Thus, the total number of items used in this questionnaire is 21 indicators.

Data collection in this study used a survey method by distributing questionnaires online through the Google Form Application. The study population was skincare users. This study uses purposive sampling technique with criteria respondents are customers who follow the Instagram account of skincare users, customers who have made skincare purchases in the last 2 months and aged 18-54 years. Purposive sampling technique is a method in which every element in the population is considered and has the same chance to be selected as an object in the sample (Hair Jr. *et al.*, 2017). were processed using SPSS 26 and SmartPLS software used for data analysis in this quantitative research, which applied Structural Equation Model (SEM) analysis method. By utilizing SPSS factor analysis, each statement that will be included in the questionnaire is evaluated for validity and reliability. The data collection process is done by distributing the initial questionnaire (pre-test) to 30 respondents.

Determination of sample size based on theory (Hair Jr. *et al.*, 2017) stating the sample size when using PLS-SEM is to have a minimum sample count equivalent to ten times the number of arrows pointing to each construct of the structure model. Using a 5-point Likert scale, respondents were asked to respond using the following scales: 1 = strongly disagree; 2 = disagree; 3 = neutral; 4 = agree; 5 = strongly agree.

RESULTS AND DISCUSSION

Demographic Test

Based on the demographic test of 118 respondents, the following results were obtained by women (88.1%) , while male respondents were (11.9%), who lived the most in the DKI Jakarta area, namely (66.1%) the rest were outside the DKI Jakarta area. The majority of respondents were aged 18-26 years (83.9%) with student jobs (54.2%) and private employees (35.6%). Most respondents spend on beauty products from skincare companies according to their needs or skin type (85.6%) with a frequency of purchases within 2 months as much as 2x (58.5%). The profile of research respondents can be seen in Appendix Table 6.

Validity and reliability test

Construct validity and reliability test on reflective measurement model was conducted based on recommendation from Sarstedt *et al.* (2017) where the value of the loading factor hinted at in SmartPLS 3.0 is 0.70. Therefore, it can be said that all signs are reliable and additional testing can begin. Average Variant Extracted (AVE) was evaluated using discriminant validity test. Each research variable has an Average Variant Extracted value >0.5 according to the findings of the Average Variant Extracted table (dos Santos & Cirillo, 2023). These variables include Social Media Marketing (AVE=0.825), Brand Image (Ave=0.848), Brand Awareness (Ave=0.841), Perceived Quality (Ave=0.797), and Purchase Intention (Ave=0.724).

In this context, if the composite reliability value of each variable >0.7, then the variable is considered reliable and credible. Based on the findings of the Composite Reliability table, each study variable has a Composite reliability value >0.7 it can be said that the construct has a high reliability or value of variables that measure Social Media Marketing (CR=0.974; CA=0.970), Brand Image (CR=0.944; CA=0.911), Brand Awareness (CR=0.940; CA=0.905), Perceived Quality (CR=0.922; CA=0.873), and purchase intention (cr=0.913; CA=0.872). Discriminant Validity test is valid because the root Ave of each latent variable is higher than the correlation with other latent variables Fornell & Larcker (1981).

Hypothesis Test

The structural Model (inner model) is further tested using the R-Square test for each endogenous latent variable as the predictive power of the structural model after the estimated model passes the discriminant validity criterion. The projection value of the proposed model is better when the R-Square value is greater. If the calculated R-Square value is between 0.25 and 0.50, the model is considered weak; if it is between 0.50 and 0.75, the model is considered medium; and if it is between 0.75 and 0.100, the model is considered strong. Based on the results of the R-Square table, it can be seen that the R-Square value shows the value of brand awareness (0.538), brand image (0.441), perceived quality (0.546) and purchase intention (0.765), the value shows that the variables affect 53.8%, 44.1%, 54.6% and 76.5% while the rest are influenced by other variables and can be seen in the appendix. Given this, it can be said that the research model is robust. A researcher must measure the extent of influence between variables using Effect Size or f-square in addition to determining whether there is a significant relationship between them (Wong *et al.*, 2013). 0.02 is small, 0.15 is medium, and 0.35 is a large value for f Squared. Values below 0.02 can be ignored or considered non-impactful (Hair Jr. *et al.*, 2017; Sarstedt *et al.*, 2017). The following results are illustrated in the T-Value diagram.

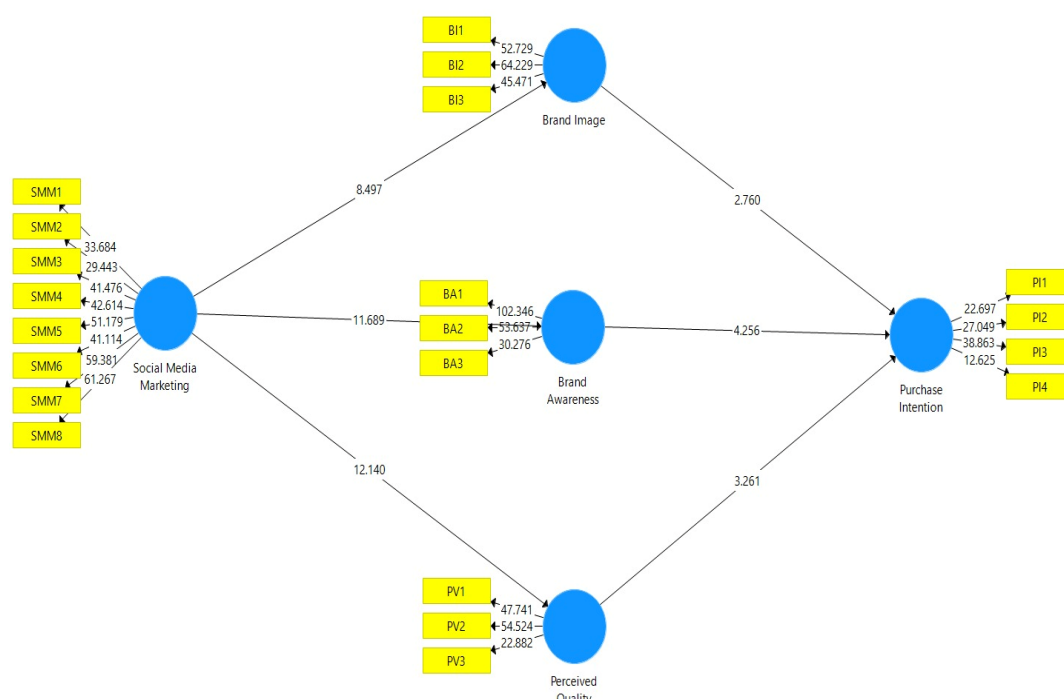


Image 2. Path Diagram T-Value

Based on the Path Diagram t-Value as Figure 2 above, it can be presented testing the research model as follows:

Table 1: Hypothesis Testing Of Research Models

Hipotesis		Path Coefficients	Standard Deviation	T Value	P Values
H1	Social Media Marketing -> Brand Image	0.664	0.078	8.497	0.000
H2	Social Media Marketing -> Brand Awareness	0.734	0.063	11.689	0.000
H3	Social Media Marketing -> Perceived Quality	0.739	0.061	12.140	0.000
H4	Brand Image -> Purchase Intention	0.270	0.098	2.760	0.006
H5	Brand Awareness -> Purchase Intention	0.347	0.081	4.256	0.000
H6	Perceived Quality -> Purchase Intention	0.329	0.101	3.261	0.001

The results of the hypothesis test show that all variables can have a significant effect if they have a P Value of 1.96 so that the data support the research hypothesis built. On social Media Marketing variables affect the Brand Image shows the hypothesis to 1 is accepted, with the value of path coefficients 0.664 and for P values of $0.000 < 0.05$ where this value is significant because it is smaller than 0.05 and for T value $8.947 > 1.96$. Then, the social Media Marketing variables on Brand Awareness showed that hypothesis 2 was accepted, with path coefficients of 0.734, P value of $0.000 < 0.05$ and T Value of $11.689 > 1.96$. Furthermore, social media marketing variables on perceived quality showed that the 3rd hypothesis was accepted, with path coefficients of 0.739, P Value of $0.000 < 0.05$ and T Value of $12.140 > 1.96$. Where the variable Brand Image of Purchase Intention shows the hypothesis to 4 accepted, with the value of path coefficients 0.270, P Value $0.006 < 0.05$ and T Value $2.256 > 1.96$. While the hypothesis related to brand awareness on purchase intention showed that the 5th hypothesis was accepted, with the value of path coefficients 0.347, P Value $0.000 < 0.05$ and T Value $4.256 > 1.96$. Finally, the perceived quality of purchase intention variables showed that the 6th hypothesis was accepted, with path coefficients of 0.329, P Value of $0.001 < 0.05$ and T Value of $3.261 > 1.96$. The test results were obtained through testing with the help of SEM-PLS program and it is known that 6 data support the hypothesis.

This study shows that social media marketing has an effect on brand image. Through social media marketing instagram, the information shared by skincare companies is in accordance with what consumers want, consumers are more dominated by women with an average age of 18-26 years. By delivering accurate information companies can strengthen their brand image and build closer relationships with consumers. This shows that marketing through social media marketing has great potential to create positive engagement and consumer loyalty to the brand. However, optimization is still being done in the use of the instagram platform to increase sales and build strong relationships with consumers (Mayasari & Afriani, 2023). This will affect the decision of consumers in buying beauty products through social media marketing, especially instagram, the products offered will meet the needs in accordance with the type of consumer skin, which overall will provide the quality and benefits of beauty products. The results of this study are supported by several previous studies, namely Ellitan (2023); Novianti & Ramli (2023); Islam & Rahman (2016); Arbol & Ramli (2024); Oetama (2022); Shanti, I & Manurung (2020); and Sylvyani & Ramli (2023) regarding the positive influence of social media marketing on brand image.

Social media marketing has an impact on brand awareness. Consumers are interested when they see the content of skincare products on instagram accounts because they are always up-to-date. With the presence of interesting content and always up-to-date, it will strengthen the brand value in the eyes of consumers and consumers will tend to remember the brand more. In addition to engaging content, companies should also pay attention that the message conveyed is consistent to build strong relationships with consumers on social media. This can increase the value of the brand and consumers will prefer beauty products from the company compared to beauty products from other brands. Therefore, marketing done through instagram by selling beauty products must provide information that is in accordance with the needs and interests of the target market (Maria *et al.*, 2019). The results of this study have been supported by several previous studies on social media marketing against brand awareness (Ardiansyah & Sarwoko, 2020; Ellitan *et al.*, 2022; Jelly *et al.*, 2023; Mariam & Ramli, 2020; Ramli, 2012; Samuel & Ramli, 2024; Savitri *et al.*, 2021).

This study contributes to the existence of social media marketing influence on perceived quality. This is because the value of information conveyed through instagram on the skincare products used, provides benefits in accordance with consumer needs. Thus the quality of the product continues to be done to ensure that skincare products can provide optimal benefits and meet consumer expectations. If skincare products successfully meet consumer expectations, companies can create long-term relationships with consumers, opening up opportunities for sustainable business growth and increased market share. The information conveyed through Instagram social media marketing can help build customer perceptions of the quality of high-quality beauty products. Perceived quality helps customers to give a strong reason to choose a brand over competing brands based on product excellence (R. I. Pratama *et al.*, 2019). The perception of the perceived value of the product each customer will differ depending on the information obtained when evaluating a product, so the desire to make a repurchase will also be different in each individual (Stylidis *et al.*, 2020). The results of this study are supported by several previous studies on social media marketing on perceived quality (Angeline, 2023; E. Kurniawati & Ramli, 2024; Lee *et al.*, 2019; Mariam *et al.*, 2020; Novarian & Ramli, 2020; Rahmat & Kurniawati, 2022; Takaya *et al.*, 2020).

Brand image has been shown to influence purchase intention. This is because companies in the field of skincare are companies that focus on consumer satisfaction, if consumers are satisfied then consumers will continue to use the product. Consumers who are satisfied with the product purchased based on the belief that the product is of high quality that corresponds to personal experience. Thus a positive brand image plays an important role in shaping purchase intentions and consumers will be more likely to choose products from brands that have a good and positive image because it reflects the quality, trust and value provided by the brand. Brand image is an important factor that can

influence purchasing decisions, companies that want to increase purchase intention need to focus on building a brand image that is positif and strong in the eyes of consumers. Consumers see a product if it suits their preferences, then they will tend to like the product, so that if the product received turns out to have less appeal, the purchase intention is reduced (Chang & Wildt, 1994). The results of this study are supported by several previous studies that brand image has a positive correlation with purchase intention (Dapas et al., 2019; Kapoor et al., 2022; Kazmi & Mehmood, 2016; Mariam & Ramli, 2022; Mohamad Daud & Hee, 2021; Ramli, 2013).

The results showed that brand awareness has a relationship with purchase intention. Many consumers continue to follow the development of the skincare brand they use, to continue to measure and evaluate the level of brand awareness and its impact on purchase intention. So it is important for skincare companies to continue to pay attention and increase brand awareness to maintain and increase consumer demand. Strong Brand awareness builds consumer confidence in brands, consumers tend to trust brands that are already known and have a good reputation. Strong Brand awareness drives consumers to recommend the product to others. Therefore, understanding the importance of brand awareness can direct marketing efforts to build a strong and positive image in the market. So that it can increase sales of beauty products by building consumer loyalty in the long term to beauty products (Krisnawan & Jatra, 2021; Lu *et al.*, 2016). The results of this study are supported by several previous studies Febrianti (2022); Khuong & Tram (2015); dan Novansa & Hapzi (2011) which explains about brand awareness plays a positive role in purchase intention.

This study shows that Perceived Quality affects Purchase Intention. Where skincare products have excellent quality, which will suit the needs of their skin type, because consumers will feel happy and satisfied when using high-quality products. With a focus on perceived high quality skincare companies can build a strong brand image, increase consumer purchases and win consumer trust in the long run. Consumers perceive a high-quality product as having a positive value, they will be willing to pay more for a product that they believe is of good quality. Therefore, consumers will choose products that provide value and meet the desired expectations. Customers who are satisfied will buy again in the future. Brands that successfully build and maintain high perceived quality tend to be more successful in influencing purchase intentions to achieve long-term success as well as influencing consumer behavior and maintaining the position of beauty product brands in a competitive market (Idemon & Chairun Nisa, 2024). The results of this study are supported by previous research on the relationship between perceived quality and purchase intention (Darmawan & Putri, 2020).

CONCLUSION

The conclusion of this study provides an important contribution to the cosmetics industry, especially in understanding the influence of social media marketing on brand image, brand awareness, perceived quality, and purchase intention. It can be a guide for skincare companies to develop effective marketing strategies and achieve business success in the long run. Social media marketing has a positive influence on brand image where the use of effective social media marketing can build a positive brand image in the eyes of consumers, brand awareness can help increase brand awareness and make products better known among the target market and perceived quality that strengthens the perception of product quality in the eyes of consumers. In addition, brand image, brand awareness, and perceived quality also have a positive effect on purchase intention. Where consumers who have a positive perception of the brand, also know the brand, it will assume high-quality products tend to have a greater appeal to buy the product.

This study still has limitations, namely only focusing on skincare customers who are active on instagram, then this study only examines the influence of social media marketing, brand image, brand awareness, perceived quality, and purchase intention. This study did not consider other factors that may affect purchase intention, such as price, promotion, and competition. Suggestions. The company is expected to improve the

quality of content that is more informative and interesting and strengthen the brand image to be more unique and different from other skincare brands. The company must continue to optimize product quality and ensure that the products offered are in accordance with the needs of consumers. Build customer loyalty by always responding to customer questions and complaints quickly and professionally. The company needs to expand the sales platform to expand more sales accounts.

The managerial implications of the results of this study is expected that skincare companies can continue to improve the use of perceived quality, brand image and brand awareness as a strategy to achieve marketing goals and business success in the long term. Companies that focus on beauty products should also optimize responsiveness in answering questions or requests through instagram. By making sure their social media team responds quickly to customer questions and requests. Provide informative, friendly, and helpful answers. By increasing responsiveness on instagram, sincere companies can build better relationships with customers, increase trust, and ultimately drive purchase intent. In addition, skincare companies need to continue to optimize their social media marketing strategies to increase brand image, brand awareness, and perceived quality, which will ultimately drive purchase intention. Further research is expected to expand the population and sample,, add other research variables, consider contextual factors and further researchers can conduct more comprehensive research and make a greater contribution to the skincare industry in Indonesia.

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VARIABLE OPERATIONAL APPENDIX

SOCIAL MEDIA MARKETING	
1	In my Instagram natasha can communicate with other users.
2	On Instagram natasha skincare it is easy to communicate with other users.
3	The content shared by natasha skincare on instagram caught my attention.
4	I am very happy to use Instagram natasha skincare.
5	The information on natasha skincare's instagram account was useful and suited my needs.
6	The services offered by natasha skincare through my instagram account are in accordance with my skin needs.
7	The content on natasha skincare's instagram account is always up-to-date.
8	The information shared by natasha skincare through her instagram account is very relevant.
BRAND IMAGE	
9	Natasha skincare is a company that focuses on customer satisfaction.
10	Natasha skincare is known as a company with high quality standards.
11	Natasha skincare has a unique image and is different from other skincare brands.
BRAND AWARENESS	
12	I always follow the development of the natasha skincare brand.
13	I understand the distinctive features of natasha skincare products.
14	Natasha skincare products are familiar to me.
PERCEIVED QUALITY	
15	Natasha skincare products are good quality products.
16	Natasha skincare products are of excellent quality.
17	I observe that most natasha skincare products are of good quality.
PURCHASE INTENTION	
18	Instagram is my go-to platform for buying natasha skincare products.
19	I will continue to use the natasha skincare brand.
20	I will often check natasha's instagram account to find out about developments in the future.
21	I plan to continue buying natasha's skincare through natasha's instagram account.
22	Instagram is my go-to platform for buying natasha skincare products.