

# The Effect of Social Media Marketing Activities and Price Perception on Brand Trust, Brand Image, and Purchase Intention

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Submitted:  
JANUARY 2025

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Accepted:  
MARCH 2025

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## ABSTRACT

This study explores direct and indirect effects with data collection methods through surveys by distributing questionnaires. The population in this study is a woman who uses barenbliss cosmetic products for at least 18 years. Based on the research results, 6 hypotheses can be accepted, namely The results of this study indicate that social media marketing activities have a positive effect on purchase intention, social media marketing activities have a positive effect on brand trust, social media marketing activities have a positive effect on brand image, price perception has a positive effect on brand image, brand trust has a positive effect on purchase intention, brand trust has a positive effect as a mediation on the relationship between social media marketing activities and purchase intention. A total of 4 hypotheses were rejected which showed no effect including, price perception and brand image have no effect on purchase intention, brand image has no effect on the relationship between price perception and purchase intention, brand image has no effect on the relationship between social media marketing activities and purchase intention. This research provides managerial implications for the marketing sector of a company to optimize social media strategies to create consumer purchase intention.

**Keywords:** Social media marketing activities, price perception, brand trust, brand image, purchase intention

## INTRODUCTION

The development of technology and the internet that continues to increase every year makes people easily access and find the information they need, this has led to a rapid increase in the use of social media, especially in Indonesia (Berliani & Rojuaniah, 2023). Social media marketing activities are used as a strategy to increase interaction and build relationships with users in the digital world (Nurchayani & Ishak, 2023; M. P. Pratama et al., 2023; Rumaidlany et al., 2022). Moslehpour et al. (2021) stated that by implementing social media marketing activities, companies can more easily interact with their consumers every day. In addition to this, social media marketing activities can create word of mouth effects, consumers can also customize information, trends, and

**JIMKES**

Jurnal Ilmiah Manajemen  
Kesatuan  
Vol. 13 No. 2, 2025  
pp. 913 – 930  
IBI Kesatuan  
ISSN 2337 – 7860  
E-ISSN 2721 – 169X  
DOI: 10.37641/jimkes.v13i2.3152

entertainment according to their needs in real time (Steven et al., 2023; Wibowo et al., 2021; Yunus et al., 2023). In the midst of rapid competition with the shift from conventional to digital marketing media, promotion and marketing through digital media offers efficiency, effectiveness, and lower costs, as well as ease of access and practicality for consumers, thus enabling competitive selling prices to attract consumers (Nafsi & Kusuma, 2023).

While social media marketing offers many advantages, research from HubSpot found that 85% of people have a negative view of intrusive ads, which not only ruin the experience on the website displaying them, but also create a bad impression of the brand being advertised (An, 2016; Mariam et al., 2022; Takaya et al., 2019). Audrea & Jaolis (2021) found many sites on the internet that provide information on how to get rid of ads on social media platforms. This states that an undirected social media marketing strategy can cause companies to produce content that does not attract the attention of the audience, thus reducing the level of engagement, this can result in a waste of advertising budget if the advertisement is ineffective and the advertising costs incurred have a negative impact or decrease consumer buying interest (R. A. Pratama et al., 2023; Utama et al., 2020; Wijaya, 2015).

Social media marketing activities are a factor that can support and also influence brand image (Amalia et al., 2024; Kalim et al., 2024; Moslehpour et al., 2022). Building a good brand image is very important, because this is the basis for the perception of the product in the minds of consumers (Arifah et al., 2024; Prameswari & Giri, 2021; Saputra et al., 2024). Brand image is formed from consumer experiences when using a product or service, so that the perceived service quality is influenced by these experiences (Ardhana et al., 2024; Jalilvand & Samiei, 2012; Mariam & Ramli, 2023). Other factors such as brand trust also play an important role in social media, with this sense of trust consumers feel more secure and can rely on a brand (Ebrahim, 2020). This trust helps reduce consumer uncertainty in situations of doubt about what to believe, feelings of trust can form consumer confidence that their expectations will be met and they will not feel disappointed (Benhardy et al., 2020). Consumers can interact with brands through social media with promotions, these interactions can build relationships that ultimately occur their intention to buy (Sharma et al., 2021). Purchase intention reflects a person's interest in a product to try, buy and own a product, this shows that someone has special attention to the product offered and can influence their decision to make a purchase (Yulianingsih et al., 2019). Price perception can also influence purchase intention because price is how they perceive the value and quality of a product (Benhardy et al., 2020; Miaty et al., 2024; Takaya et al., 2019). Consumers often make price the main criterion in assessing a product, price perception is an important element because it serves as the main source of information for consumers (Ghazmahadi et al., 2020; Sinurat et al., 2024; Utami et al., 2024).

Research related to the influence of social media marketing activities on purchase intention through brand trust and brand image has been conducted by Moslehpour et al. (2022); Salhab et al. (2023), the study only included one independent variable, namely social media marketing activities. So this research will develop the model by adding the price perception variable as the second independent variable as one of the factors that have the potential to influence purchase intention. Nugroho et al. (2022) stated that one of the imported cosmetic products that dominate the Indonesian market is cosmetic products from South Korea with rapid growth and creating very intense competition. The focus of this research is on one of the South Korean cosmetic brands, barenbliss as the object.

Based on the description above, the research objectives to be achieved are to examine the respective roles of the influence of social media marketing activities and price perception variables on purchase intention through brand trust and brand image on one of the cosmetic brands, namely barenbliss. In addition, this research is expected to make a positive contribution to business managers in developing a more effective and efficient

social media marketing activities strategy, especially companies that want to expand their marketing scope so that goals can be achieved.

## **LITERATURE REVIEW**

### **Social Media Marketing Activities**

Zhou et al. (2021) defines social media marketing activities as an online marketing strategy where consumers can share information and experiences about a product or service with other consumers. Kumar et al. (2021) explained that the success of social media marketing occurs when integrated promotional messages can influence consumer perceptions of product images and consumption behavior. Social media marketing activities play a role in implementing marketing strategies through various social media platforms (Sharma et al., 2021).

### **Price Perception**

Price perception is a reference to the value given to consumers regarding a product or service by considering the feasibility offered (Anas et al., 2023; Sylvia & Ramli, 2024; Thamanda et al., 2024). According to Utami et al. (2024), price perception is a consumer's perception of how much money will be charged to get the desired product or service. Price perception is also the way consumers assess products at a price (Anwar & Andrian, 2021).

### **Brand Trust**

Brand trust is defined as a feeling of security and trust in consumers in determining their preferred brand because they have had good experiences and can rely on the brand (Madeline & Sihombing, 2019). According to Kwon et al. (2020), building trust in a brand is based on consumers' experience with a brand, every interaction they have with the brand forms the basis of this trust, making it more important and relevant. Arbol & Ramli (2024); Alhamdina & Hartono (2023) describes trust as user confidence in the quality and ability of a brand that can make consumers interested in using it.

### **Brand Image**

Brand image is the way consumers perceive and evaluate a brand (Dewi et al., 2020). While Sidharta et al. (2021); Lien et al. (2015) Meanwhile, it explains brand image as a perception formed in the minds of consumers based on product characteristics and quality when remembering a particular brand. A brand's positive reputation allows its products to have a competitive advantage over competitors when consumers recall the brands they have seen and used before (Dewi & Ramli, 2023; Sylvia & Ramli, 2023).

### **Purchase Intention**

Irpan & Ruswanti (2020); Utami et al. (2024) defines purchase intention as the behavior of someone who has the desire to buy a product as measured by how likely they are to make that purchase in the future. Komalasari et al. (2021) states purchase intention as a person's desire or motivation to consider a product with awareness and expectations that lead to a purchase. Consumers enter the purchase intention stage when they select several brands in the list of choices and decide to buy after passing various considerations (Aditi et al., 2023; Sudirgo & Cahyadi, 2024).

### **Relationship between Social Media Marketing Activities and Purchase Intention**

Marketing through social media makes it easier for consumers to share their knowledge and experiences about products or services widely and quickly, thereby increasing consumer interest in seeking information and driving stronger purchase intentions (Aji et al., 2020; Rahmawati & Ramli, 2024). When consumers interact and receive information about a particular brand on social media, the relationships formed can support brand loyalty and strengthen consumers to make purchases with a positive view of the advertisements and promotions offered (Sharma et al., 2021). Interesting content is needed to market a brand on social media, so that trendiness, entertainment, customization, interaction, and word of mouth activities are considered important factors in social media marketing activities in attracting consumer attention to make purchases (Mariam & Ramli, 2022; Moslehpour et al., 2022). Bushara et al. (2023) proves that social media marketing activities have a positive effect on purchase intention. The relationship

between social media marketing activities and purchase intention is also supported by research Husain et al. (2022); Salhab et al. (2023) which shows that social media marketing activities have a positive influence on purchase intention. Based on the above literature, the following hypothesis is proposed: H1: Social media marketing activities has a positive effect on purchase intention

#### **Relationship between Social Media Marketing Activities and Brand Trust**

Effective social media marketing activities are needed to increase consumer trust in brands, companies can increase brand trust in consumers by presenting interesting content and according to their expectations (Ebrahim, 2020; Mariam & Ramli, 2022). Through social media platforms, brands can interact and communicate with their consumers, which contributes to increased consumer trust in the brand (Salhab et al., 2023). Social media marketing activities can increase the perception of brand trust through two-way communication and when providing quick feedback (Imran & Ramli, 2019; Sohail et al., 2020). Based on previous research, there is a relationship between social media marketing activities and brand trust conducted by Moslehpour et al. (2022); Ibrahim et al. (2021); Pintol & Hadziahmetovic (2023); Ali et al. (2024); Sari & Hayuningtias (2024) proves that social media marketing activities have a positive influence on brand trust. Based on the description above, the following hypothesis is proposed: H2: Social media marketing activities has a positive effect on brand trust.

#### **Relationship between Social Media Marketing Activities and Brand Image**

The existence of social media marketing activities in social media platforms can contribute to increasing brand image, the higher the quality of marketing activities carried out by a brand, the greater the value and image of the brand in the eyes of consumers (Shafa & Hidayat, 2022). Social media marketing activities through content aim to build a strong brand image by creating positive interactions between brands and consumers (Cheung et al., 2020). In addition to creating a positive image, social media marketing activities increase consumer perceptions of brand benefits such as product quality and effectiveness and affect brand reputation (Hu et al., 2024). The relationship between social media marketing activities and brand image is also supported by research conducted by Prameswari & Giri (2021); Moslehpour et al. (2022). In addition, Waskito & Hwihanus (2023) also showed a positive influence. Based on the literature above, the following hypothesis is proposed: H3: Social media marketing activities has a positive effect on brand image.

#### **Relationship between Price Perception and Brand Image**

The level of cost or the amount of money spent by consumers also affects the formation of brand image in the long run, the better the price perception of consumers towards the price of a product, the better the brand image will be (Wydyanto & Yandi, 2020). Research conducted by Suhud et al. (2022) explains that price perception describes how consumers assess a product based on their knowledge, this perception has a major influence on brand image. A price can affect the company's brand image, when consumers feel the price offered is reasonable, they will always remember the brand when making a purchase (Lien et al., 2015). Based on research by Purba et al. (2021) there is a positive relationship between price perception and brand image. Similar findings were also obtained in research Wydyanto & Yandi (2020); Lestari & Suryani (2022) which proves that price perception has a positive effect on brand image. From this description, the following hypothesis is proposed: H4: Price perception has a positive effect on brand image

#### **Relationship between Price Perception and Purchase Intention**

Price perception can increase purchase intention because consumers will see the price offered and the best product quality when they purchase a product so that the intention to buy the brand appears (Kelvin & Firdausy, 2022). In line with the previous statement, price perception has an important role in influencing consumer purchase intention, price perception reflects consumer assessments of product value and price compatibility with the benefits received (Benhardy et al., 2020). The better the price perception, the more the purchase intention will increase, because the price is considered the value that consumers

exchange for the benefits obtained (Utami et al., 2024). Based on previous research, there is a relationship between price perception and purchase intention conducted by Ayub & Kusumadewi (2021); Arindaputri & Santoso (2023); Abdullah et al. (2023) prove that price perception has a positive effect on purchase intention. Based on the description above, the following hypothesis is proposed: H5: Price perception has a positive effect on purchase intention

#### **Relationship between Brand Trust and Purchase Intention**

The importance of consumer trust in brands in creating purchase intention, when consumers experience uncertainty in choosing between similar products and feel the risk of purchase, trust in the brand increases their likelihood of making a purchase (Sanny et al., 2020). When consumers are unfamiliar with a brand, brand trust becomes an important thing that can influence their choice (Sun et al., 2022). Consumers build trust in a brand based on the experience and information they receive, the higher the brand trust, the greater the influence on purchase intention (Ling et al., 2021). The relationship between brand trust and purchase intention is also supported by research Salirrosas et al. (2024); Shukla et al. (2023); Moslehpour et al. (2022); Tan et al. (2022); Ling et al. (2023) which proves that brand trust owned by consumers has a positive influence on purchase intention. Based on the literature above, the following hypothesis is proposed: H6: Brand trust has a positive effect on purchase intention

#### **Relationship between Brand Image and Purchase Intention**

The uniqueness of a brand is a key differentiator from competitors that can help build a positive image in the minds of consumers, this positive image encourages positive attitudes towards the brand and influences consumer purchase intentions (Febriyantoro, 2020). Brand image has an important role in influencing purchase intention because it reflects the perceptions, emotions, and meanings that consumers associate with a brand, providing an overview of the quality and value offered, this directly shapes consumer confidence to buy the product (Mao et al., 2020). Consumers will be more interested in buying goods with a good brand image, especially if it is supported by product quality, when the brand image is already embedded in the minds of consumers, it will be difficult to change and directly build trust and increase purchase intention (I. Pratama & Astuti, 2023). Based on previous research, there is a relationship between brand image and purchase intention conducted by Sylvia & Ramli (2024); Oktavia et al. (2024); Nugroho et al. (2022); Moslehpour et al. (2022) proves that brand image has a positive effect on purchase intention. Based on the description above, the following hypothesis is proposed: H7: Brand image has a positive effect on purchase intention

#### **Relationship between Price Perception, Brand Image, and Purchase Intention**

The effectiveness of pricing on a product is important to consider because price perception and brand image have a big role in shaping consumer behavior which affects consumer intention to make a purchase (Yuliastuti et al., 2024; Benhardy et al., 2020). When a product does not have a clear and strong price perception and brand image strategy, it will make it difficult for companies to attract new consumers and maintain their purchase intentions (Arini & Sudiksa, 2019). Supported by research conducted by Wasik & Mahjudin (2022); Hakim et al. (2023); Stiawan & Jatra (2022), shows that price perception can have an indirect impact on purchase intention through the mediating role of brand image also obtained in research. Based on the literature above, the following hypothesis is proposed: H8: Brand image positively mediates the relationship between price perception and purchase intention

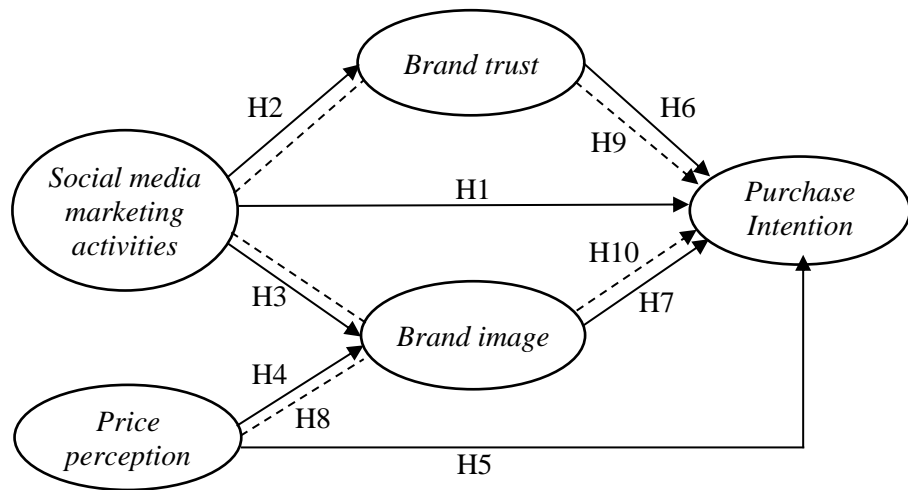
#### **Relationship between Social Media Marketing Activities, Brand Trust, and Purchase Intention**

Effective social media marketing activities can shape positive perceptions and trust in brands, thereby increasing consumer relationships with brands and influencing consumer purchase intentions (Ellitan et al., 2022). The use of social media serves to obtain important information or benefits of products and services of a particular brand, so that social media marketing activities can increase brand trust (Althuwaini, 2022). Furthermore, research also shows that brand trust, which reflects consumer confidence in

the brand's ability to meet service quality expectations, can influence purchase intentions (Agag & Masry, 2016). Research conducted by Azhar et al. (2023); Ellitan et al. (2022) proved that brand trust positively mediates the relationship between social media marketing activities and purchase intention. The finding that social media marketing activities can have an indirect impact on purchase intention through the mediating role of brand trust was also found in Fadhlillah et al. (2023); Moslehpour et al. (2022). Based on the literature above, the following hypothesis is proposed: H9: Brand trust positively mediates the relationship between social media marketing activities and purchase intention.

**Relationship between Social Media Marketing Activities, Brand Image and Purchase Intention**

Social media marketing activities can build a strong brand image through content and interactions, thereby increasing interest in purchasing a brand's products or services (Wulandari & Respati, 2024). This indicates that social media marketing activities can drive purchase intention, either directly or through brand image, which enhances consumers' purchase intention (Dewanti & Santika, 2024). Research conducted by Ellitan et al. (2022); Asyakra & Rivai (2024); Dewanti & Santika (2024) has proven that brand image positively mediates the relationship between social media marketing activities and purchase intention. The finding that social media marketing activities can have an indirect impact on purchase intention through the mediating role of brand image is also supported by studies from Tariq et al. (2017); Suwarsih et al. (2021). Based on the literature above, the following hypothesis is proposed: H10: Brand image positively mediates the relationship between social media marketing activities and purchase intention.



**METHODS**

Quantitative research is used in this study by adopting a casual associative approach that can prove the relationship between variables proposed in the hypothesis and using a deductive research design. The independent variables of this study are social media marketing activities and price perception, while the dependent variable is purchase intention, and the mediating variables are brand trust and brand image. Data collection in this study adopted a survey method by distributing questionnaires through an online platform. Data collection uses a questionnaire with a Likert scale with five answer options, namely strongly disagree (STS), disagree (TS), hesitate (R), agree (S), strongly agree (SS).

The questionnaire in this study totaled 23 statements to measure 5 variables. Measurement of social media marketing activities variables is adapted from six statements, four statements from Cheung et al. (2021) and two statements from Tanprajna & Ellyawati (2021). The price perception variable is measured by adapting four

statements, three from Anwar & Andrean (2021) and one from Karina & Sari (2023). Measurement of brand trust variables is measured using five statements, 3 from Puspitarini et al. (2024) and one statement from Alhamdina & Hartono (2023). To measure brand image variables measured by adapting four statements, one from Lien et al. (2015) and three from Ansary & Hashim (2018). Finally, the measurement of the purchase intention variable is measured by four statements, two from Utami et al. (2024) and two statements from Jalilvand & Samiei (2012).

The population of this study is barenbliss product users who live in DKI Jakarta Province, the number of which is unknown. The reason for sampling in DKI Jakarta is because many large companies, e-commerce, and the advertising industry are based in Jakarta, so research related to advertising, marketing, or consumer behavior will be more relevant if conducted in this city. This study uses a purposive sampling method with the criteria that respondents are active female users of social media such as Instagram and TikTok which are the main marketing platforms for barenbliss, individuals who have used or purchased barenbliss cosmetic products at least once in the last six months, are in the age range of 18-27 years and live in DKI Jakarta Province. The minimum representative sample size is five times the number of statements analyzed, there are 23 statements in this research questionnaire, so the minimum sample size needed is 115 respondents (Hair et al., 2021). The total number of samples obtained in this study were 148 respondents.

In this study, a pretest was conducted on 30 respondents to conduct validity and reliability tests using SPSS through the Confirmatory Factor Analysis (CFA) approach. To test the validity of the instrument using the Corrected Item to Total Correlation test. If the significance level of the item  $<0.05$  then the measuring instrument used is valid. Then compare with the value of  $r$  table,  $r$  table there are limits in this study, the value of  $n = 30$ , the value used in  $r$  table is 0.361. If the item correlation value is lower than this limit, then the item is not declared valid. The validity test is also carried out using the Kaiser-Meyer-Olkin (KMO) and Measures of Sampling Adequacy (MSA) measurements, namely if  $KMO > 0.5$  and  $MSA \geq 0.5$ . Cronbach Alpha value, provided that an acceptable value of  $\geq 0.7$  can be used to determine the reliability test (Hair et al., 2021).

For hypothesis testing using Structural Equation Model (SEM) with Smart PLS. The first stage of evaluating the measurement model (outer model), carried out by testing Convergent Validity, Discriminant Validity and reliability of all latent variables. Convergent Validity test with standard outer loading value  $\geq 0.70$ , and Average Variance Extraded (AVE) with a value  $> 0.50$  (Hair et al., 2021). Then the Discriminant Validity Test is carried out by looking at the square root value of the AVE. Then for reliability on the questionnaire data, with the condition that it is reliable if the value of Composite Reliability and Cronbach's Alpha  $> 0.70$  (Hair et al., 2021). The second stage is evaluating the structural model (Inner model) to test the fit of the data with the model and hypothesis testing. In assessing the coefficient of determination ( $R^2$ ), if the  $R^2$  value  $> 0.67$  the inner model means strong, 0.33 - 0.67 means moderate, while  $<0.33$  means weak (Chin, 1998). Model fit testing is done by looking at the SRMR standard. If  $SRMR < 0.1$ , the model is considered fit. If the T-statistic value is greater than the T-table (1.96), the hypothesis can be accepted or proven to have an effect (Ghozali, 2016).

## **RESULTS AND DISCUSSION**

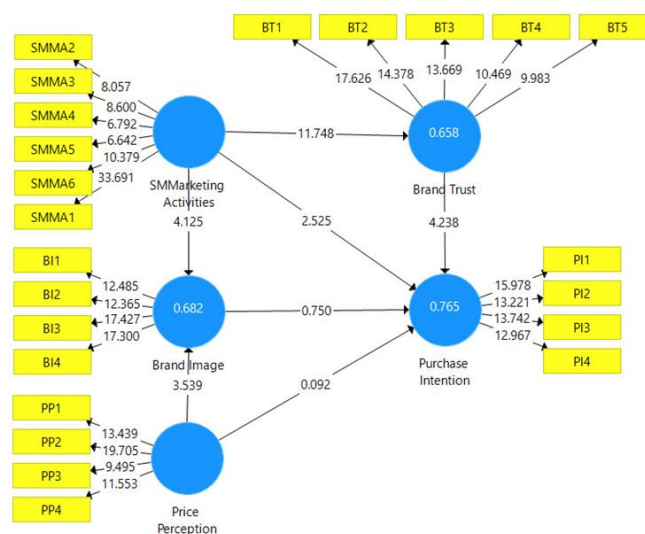
The results of demographic analysis based on the results of data collection from 148 valid respondents show that respondents in the age range of 18-20 years are 22% (33), 21-23 years old are 66% (98), and respondents aged 24-27 years are 12% (17). Furthermore, respondents based on occupation have the status of not working as much as 4% (6), students / students as much as 70% (104), private employees as much as 20% (29), civil servants as much as 1% (2), and entrepreneurs as much as 5% (7). Finally, respondents based on monthly expenses chose monthly expenses of Rp 500,000 - Rp 1,000,000 as much as 50% (74), monthly expenses of Rp 1,000,001 - Rp 2,000,000 as much as 22% (33), monthly expenses of Rp 2,000,001 - Rp 3,000,000 as much as 15% (22), and chose monthly expenses of  $> Rp 3,000,000$  as much as 13% (19). The pretest results with CFA

analysis of 30 initial respondents showed that each construct had a KMO value  $\geq 0.50$  with an average KMO value of 0.641 - 0.816. Furthermore, the MSA value  $\geq 0.50$  with the average statement indicator having an MSA value of 0.553 - 0.870. This shows that all research indicators meet the validity requirements and can be used in the next stage of analysis (Hair et al., 2021). Then the reliability test refers to Cronbach's Alpha with acceptable provisions, namely Cronbach's Alpha  $\geq 0.7$  with an average value of 0.733 - 0.889. This shows that all indicators are reliable and reliable (Hair et al., 2021).

The results of testing outer loading show that all statements on each variable have outer loading  $\geq 0.70$ , which means valid. The next validity test is to test the Average Variance Extracted (AVE) value with a threshold value, namely AVE  $\geq 0.50$  (Hair et al., 2021). The AVE test results from social media marketing activities are 0.527, the AVE price perception test results are 0.619, the AVE brand trust test results are 0.587, the AVE brand image test results are 0.626, and the last AVE purchase intention test results are 0.640. So the AVE test results in this study have an acceptable value.

The construct reliability of the variables in this study has met the threshold requirements with Cronbach's Alpha and Composite Reliability values  $> 0.7$  (Hair et al., 2021). The social media marketing activities variable with Cronbach's Alpha 0.819 and Composite Reliability 0.869, the price perception variable with Cronbach's Alpha 0.797 and Composite Reliability 0.867, the brand trust variable with Cronbach's Alpha 0.824 and Composite Reliability 0.876, the brand image variable with Cronbach's Alpha 0.801 and Composite Reliability 0.870, the purchase intention variable with Cronbach's Alpha 0.813 and Composite Reliability 0.877. Furthermore, the SRMR Model Fit test shows a value of 0.072 indicating the SRMR value is within acceptable limits. The NFI value is 0.732 which shows the level of fit is still acceptable.

The R square value close to 1 indicates that the relationship between the two variables is getting stronger (Chin, 1998). Based on the results of the T-statistic Path Diagram, the brand image variable has an R square value of 0.682 which indicates that the amount of influence of social media marketing activities and price perception variables on brand image is 68%, while 32% is influenced by other variables outside the model studied. The R square value of the brand trust variable is 0.658 which indicates that the effect of social media marketing activities on brand trust is 66%, with other variables outside the model studied having an influence of 34%. Furthermore, the R square value of the purchase intention variable is 0.765, which means that the influence of social media marketing activities, price perception, brand trust, and brand image variables on purchase intention is 77% and the remaining 23% is influenced by other variables not contained in this research model. Hypothesis testing on the structural model can be seen from the Path Diagram T statistic as follows:



**Figure 1. Path Diagram T-Value**

**Table 1. Partial Research Hypothesis Testing Results**

Hypothesis	Hypothesis Statement	Original Sample	T-Statistic	P-Values	Description
H1	Social Media Marketing Activities → Purchase intention	0.333	0.005	2.608	Data supports and the hypothesis is accepted
H2	Social media marketing activities → Brand trust	0.812	0.000	11.182	Data supports and the hypothesis is accepted
H3	Social media marketing activities → Brand image	0.483	0.000	4.204	Data supports and the hypothesis is accepted
H4	Price perception → Brand image	0.399	0.000	3.778	Data supports and the hypothesis is accepted
H5	Price perception → Purchase intention	0.009	0.462	0.094	Data does not support and hypothesis is rejected
H6	Brand trust → Purchase intention	0.482	0.000	4.194	Data supports and the hypothesis is accepted
H7	Brand image → Purchase intention	0.107	0.226	0.752	Data does not support and hypothesis is rejected

Source: Primary data processed by researchers, 2024

The direct effect of social media marketing activities on purchase intention (**H1**) shows that social media marketing activities have a positive effect on increasing purchase intention, the findings in this study are also in line with the research of Bushara et al. (2023); Aji et al. (2020). Posting interesting content on the barenbliss platform on social media makes the audience intend to buy it. Content that is well received and enjoyable will encourage people to try the promoted product. Social media marketing activities on brand trust show the greatest positive influence in this study (**H2**), this statement is supported by previous research (Pintol & Hadziahmetovic, 2023; Ali et al., 2024). This proves that barenbliss posts on social media form consumer trust in its products. The more optimal marketing that barenbliss does on social media, such as interactive content, reviews, or an online campaign, will influence consumers to trust the brand. When someone can get clear information and see positive responses from other customers, they can build trust in a particular brand. Furthermore, Social media marketing activities have a positive effect on improving brand image (**H3**), this statement is in line with previous findings (Waskito & Hwihanus, 2023; Moslehpour et al., 2022). This explains that all social media marketing activities carried out by barenbliss play a role and function as a promotional tool that can build a brand image that is superior in the eyes of consumers compared to competitors.

The direct effect of price perception on brand image indicates that price perception positively influences brand image (**H4**), This finding is consistent with previous studies (Purba et al., 2021; Wydyanto & Yandi, 2020). Price perception reflects consumers' evaluation or judgment of a product's price. The responses in this study suggest that Barenbliss's price aligns with the quality offered, leading to a more favorable perception of the brand. A price that is perceived as fair, acceptable to consumers, and competitive strengthens brand image in the eyes of consumers. Furthermore, although price perception is often associated with purchase intention, the findings of this study reveal that price perception does not have a significant effect on purchase intention (**H5**), Instead, consumers tend to make purchase decisions based on the variety of products and the safety of their packaging. This finding aligns with the study by Verina et al. (2014) which also concluded that price perception does not influence purchase intention.

The study results also indicate that brand trust has a positive effect on purchase intention (**H6**). The study results also indicate that brand trust has a positive effect on purchase intention (H6). In this context, trust in Barenbliss products increases purchase intention. When consumers believe that a brand is reliable and can deliver quality that meets their expectations, their likelihood of purchasing increases. This trust is built through consumer reviews and personal experiences with the product. Enhancing brand trust has a positive impact, as it reinforces consumer confidence in making actual purchases by eliminating concerns or doubts regarding product selection. This finding aligns with previous research by Shukla et al. (2023); Salirrosas et al. (2024); Ling et al. (2023) which state that when consumers fully trust a brand, their purchase intention is significantly strengthened. Another key finding of this study is that brand image does not influence purchase intention (**H7**). This suggests that brand image is not the primary factor

driving an increase in purchase intention. This result is consistent with the study by Arindaputri & Santoso (2023) which also found no significant relationship between brand image and purchase intention.

**Table 2. Simultaneous Research Hypothesis Testing Results**

Hypothesis	Hypothesis Statement	Original Sample	T-Statistic	P-Values	Description
H8	Price perception → Brand image → Purchase intention	0.043	0.227	0.750	Data does not support and hypothesis is rejected
H9	Social Media Marketing Activities → Brand trust → Purchase intention	0.392	0.000	3.816	Data supports and the hypothesis is accepted
H10	Social media marketing activities → Brand image → Purchase intention	0.052	0.240	0.707	Data does not support and hypothesis is rejected

Source: Primary data processed by researchers, 2024

Brand image does not have a significant mediating effect on the relationship between price perception and purchase intention (**H8**). When consumers develop a certain perception of a product's price, it does not necessarily translate directly into a brand image that drives purchase intention. This occurs because consumers are often more influenced by promotional pricing and bundled offers, which primarily motivate their purchase intention rather than brand image alone. Furthermore, brand trust positively mediates the relationship between social media marketing activities and purchase intention (**H9**). The information presented through social media marketing of Barenbliss products increases audience awareness of the product's value and benefits. Brand trust is established as a result of the influence of social media marketing activities, which in turn strengthens consumers' purchase intention toward the offered products. This finding aligns with previous research (Moslehpour et al., 2022; Azhar et al., 2023). Social media marketing activities play a crucial role in shaping brand trust in consumers' minds, ultimately leading to a stronger purchase intention for Barenbliss products.

It was found that brand image does not significantly mediate the relationship between social media marketing activities and purchase intention (**H10**). This study indicates that purchase intention is primarily driven by the necessity of the product and its affordability. If social media marketing strategies do not align with the preferences or expectations of the target audience, the resulting brand image may be weak or even negative, thereby failing to enhance purchase intention.

## CONCLUSION

The overall hypothesis shows that there are six out of ten accepted hypotheses on the effect of social media marketing activities and price perception on brand trust, brand image, and purchase intention with the object of research focusing on cosmetic products, namely barenbliss conducted in DKI Jakarta. First, there is strong evidence that social media marketing activities positively influence purchase intention. Second, the relationship between social media marketing activities and brand trust is also proven to have a positive effect, emphasizing the importance of marketing activities on social media to form consumer confidence in the products offered. Furthermore, it was found that social media marketing activities significantly contribute to the formation of brand image in the eyes of consumers, this shows the existence of quality social media marketing activities not only increases trust, but also encourages a good image in the minds of consumers. In addition to social media marketing activities, this study proves that price perception has a positive effect on brand image.

Further analysis in this study proves that although the importance of price perception is recognized, no influence on purchase intention is found, this may occur because consumers focus more on functional aspects than brand image when wanting to make a purchase decision. Further findings managed to prove that brand trust has a positive effect on purchase intention. Meanwhile, another hypothesis test shows that there is no influence between brand image on purchase intention. Hypothesis testing of the indirect

relationship in this study was also carried out, which proved that brand image has no influence in mediating the relationship between price perception and purchase intention. Furthermore, the results prove that brand trust has a positive effect in mediating the relationship between social media marketing activities and purchase intention. Finally, this study revealed that brand image does not play a significant mediating role on the relationship between social media marketing activities and purchase intention. In this study, the variable that most influences purchase intention is brand trust.

This study has several limitations that can be improved in future research. First, this study only focuses on women with respondent criteria limited to 27 years of age. Therefore, in the future, it can use an age range that is in accordance with the company's segmentation, namely 35 years. Second, there are two social media platforms used which causes this research to not be able to represent both so that in the future it is good to focus on one social media platform. Furthermore, respondents are only spread in the DKI Jakarta area, so they cannot represent the entire population of Indonesia. Finally, suggestions for future research that will conduct similar research are expected to add product quality variables, celebrity endorsers, purchase decisions, and brand loyalty.

This research has managerial implications that can be considered by managers in making decisions, designing strategies, and optimizing company performance to increase sales, especially companies engaged in the cosmetics industry, especially in DKI Jakarta. To increase social media marketing activities, companies need to expand marketing activities that match consumer preferences through interesting content, and always update information on social media. work with influencers, to conduct more detailed product reviews, and increase interaction with audiences by establishing active interactions using live streaming or polling. In addition, companies can improve the quality of advertisements to attract consumers and encourage consumers to share their experiences, thereby increasing the trust and buying interest of other consumers. To increase brand trust, companies need to improve packaging security on products to make it easier for consumers to use their products, positive responses from consumers to barenbliss products can encourage potential consumers to make purchases. Therefore, barenbliss should consider customer comments as input for the brand to improve the quality of their products and services. Furthermore, barenbliss can improve the convenience of using products such as cosmetic applicators so that consumer trust in the barenbliss brand is stronger.

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