

ABSTRACT

The number of Indonesians who are currently active on social media influences the communication patterns carried out by companies with consumers. The covid-19 pandemic, which is still unknown when it will end, also affects the cosmetics industry. To assist the local cosmetics industry in communicating and increasing consumer purchasing intentions, this research will examine the influence of Consumers' Involvement on Social Media Of Local Cosmetic Brands on Future Purchase Intentions.

The purpose of this study is to find out the influence of consumers' brand familiarity and information quality on the brand's social media pages towards consumers' involvement on the brand's social media pages. Then the study also wanted to find out the influence of consumers' involvement on the brand's social media pages towards consumers' attitudes on the brand's social media pages and future purchase intentions. The study also wanted to find out the influence of consumers' attitudes on brand social media towards future purchase intentions. To find out this, researchers used simple linear regression analysis and hierarchy regression analysis.

This research is descriptive research conducted by utilizing secondary data as well as primary data. Primary data was obtained through the dissemination of questionnaires with a sample number of 384 respondents. The requirement to be a respondent is resident of Bandung who have interacted with the social media accounts of local cosmetic brands. Furthermore, the data obtained is processed using LISREL 8.8 application using structural equation modeling (SEM).

This study found that brand familiarity has a significant direct influence on involvement with brand on social media and information quality gives an additional effect on the relationship. It was also found that involvement with brands on social media has a significant direct influence on attitude towards brand's social media, but it does not have a significant direct influence on future purchase intentions. Furthermore, it was found that attitude towards brand's social media has a significant direct influence on future purchase intentions.

The results of this study can be used to help local cosmetic brands to maximize the use of social media pages in building interactions and relationships with consumers. In addition, it is also expected to help increase the demand for local cosmetics in Indonesia.

Keywords: *brand familiarity, consumers' attitude, consumers' involvement, information quality, purchase intentions, social media marketing.*