

## **ABSTRACT**

*The background of this research is that social media is a means or source of information and news about what is currently happening. Instagram is one of the most popular social media in Indonesia. One of the products that can be marketed through the Instagram application is a product in the skincare category. Skincare products that appear quite a lot on Instagram's social media pages are SomeThinc products. This is an opportunity used by SomeThinc to promote its products. SomeThinc is a local beauty brand that uses social media to market its products. The purpose of this study was to determine the effect of Perceived Influence, Brand Engagement In Self Concept and Brand Expected Value on Intention To Purchase Recommended Brands simultaneously.*

*This study uses a quantitative approach and descriptive analysis. Sampling using nonprobability sampling and purposive sampling with a total sample of 100 respondents obtained from the questionnaire. Data analysis was assisted with the help of IBM SPSS 24 software.*

*The results showed that there was a positive and significant influence either partially or simultaneously on the three variables. With the result  $Y = 0.878 + 0.247X_1 + 0.387X_2 + 0.231X_3$ . The results of the coefficient of determination test show that Perceived Influence, Brand Engagement In Self Concept and Brand Expected Value of Intention To Purchase Recommended Brands are 70.9%, the remaining 29.1% is influenced by other variables not included in the research model.*

**Keywords:** *Perceived Influence, Brand Engagement in Self Concept, Brand Expect Value, Intention To Purchase Recommended Brand, Instagram, Skincare*